# BROADCASTING

combined with

## Broadcast Advertising

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WASHINGTON, D. C.
OCTOBER 1, 1935

Canada and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy



# WANTED

information concerning the whereabouts of one Old Philosopher. He is an old man with young ideas. When last seen he was wearing burlap, sandals and no hat.

We want him because he helped us prepare the first coverage story of WOR's 50,000-watt, high-fidelity transmitter — based on a field intensity survey and day and night mail analyses. His rock-bound conservatism will be appreciated by the whole industry.

You will want the information in his book which is now on the press. If you run into him send him back to our New York office, 1440 Broadway—at Times Square. He is a good fellow to have around.

**WOR**

Member of the
Mutual Broadcasting System

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

# WANTED

I want a copy of WOR's new coverage story, IT'S A SMALL WORLD, as soon as it comes off the press. Hope you find the Old Philosopher. He sounds interesting.

Name_____ Title_____

Firm_____

Address_____

# TWO PROMISES F

# S RICHLY FULFILLED

To bring to the people of Detroit the finest programs on the air is the promise WJR once made to its public. Yesterday that promise was brilliantly fulfilled. Yesterday WJR joined Columbia, began to broadcast the programs which have made CBS America's favorite network.

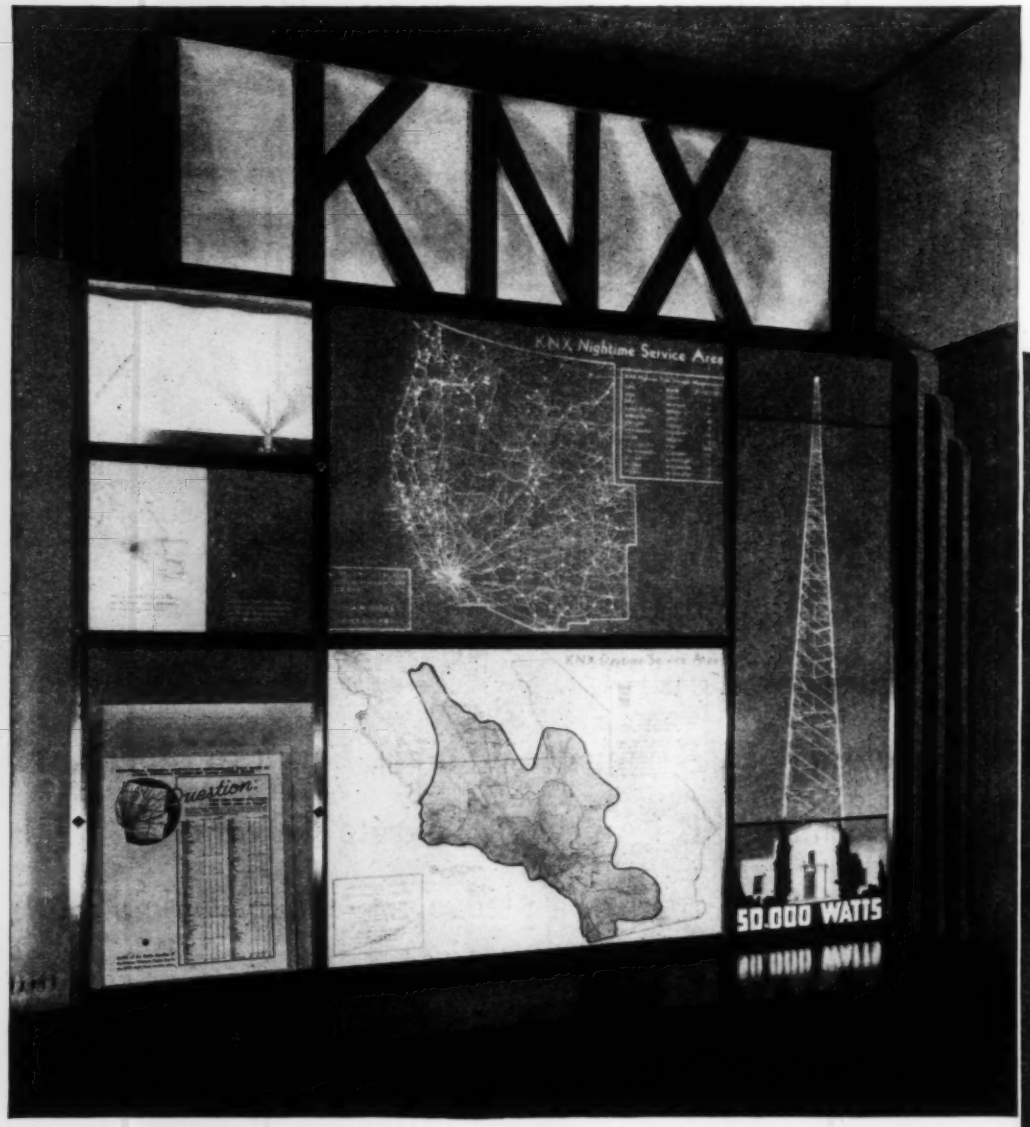
Columbia too has been on record with a pledge... to make available for its advertisers the most desirable stations and the most effective coverage throughout the vast sweep of American markets.

Yesterday Columbia again made good its word. It proceeded to deliver to CBS clients incomparable coverage in the nation's fourth largest market where WJR, expanding to 50,000 watts, now broadcasts with greater power than all other Michigan stations combined.

THE COLUMBIA BROADCASTING SYSTEM

WORLD'S LARGEST RADIO NETWORK

XUM




The audition room in KNX's new $250,000 studio combines the very latest in auditory and visual presentation. As the sponsor's program is being auditioned he has flashed before his eyes, by means of illuminated maps in color, the coverage story of KNX, both daytime and nighttime.

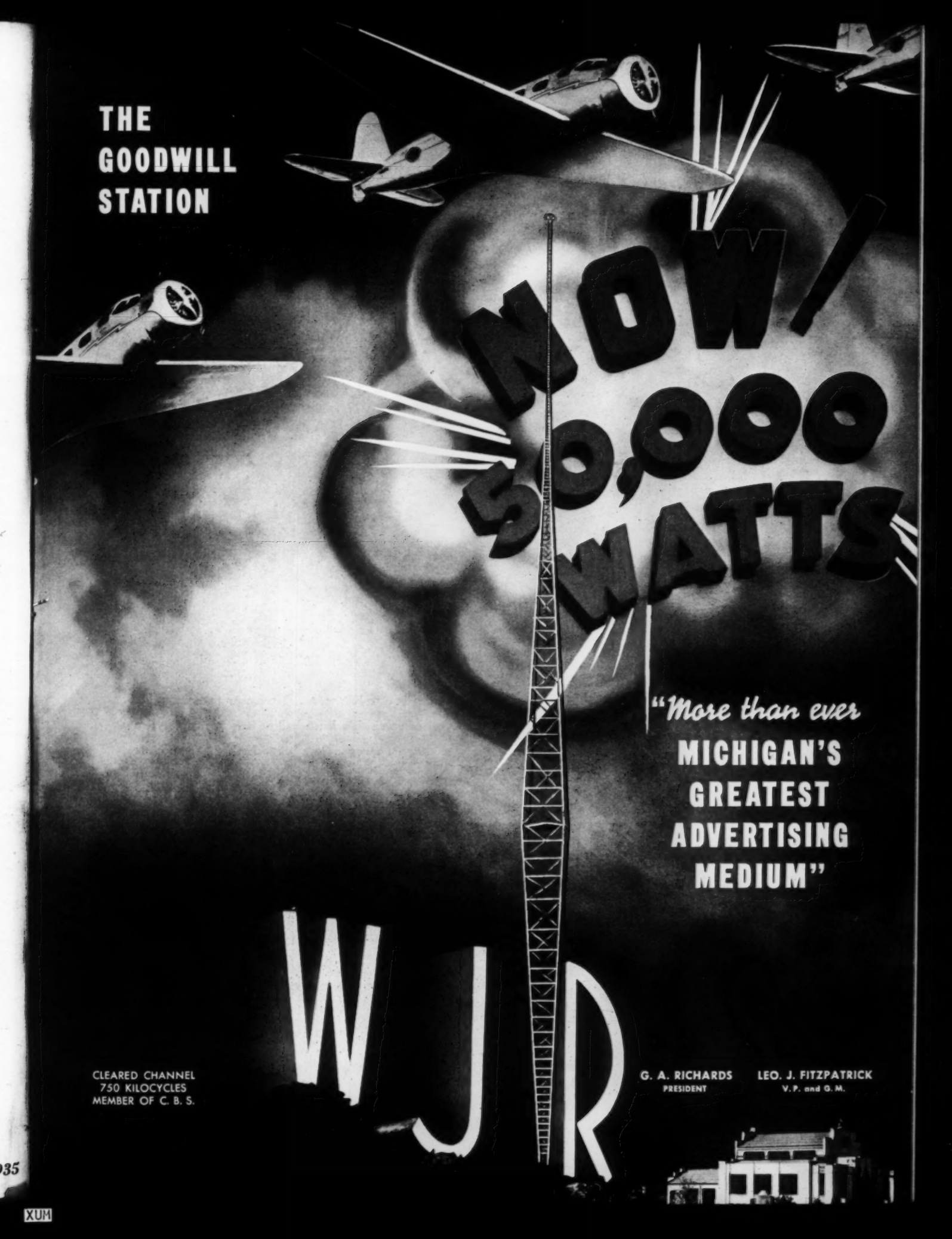
# DAYTIME or NIGHTTIME

## KNX's Coverage Story is Entirely Different

Buyers of KNX now know that their nighttime service area is the eleven western states. They also know that their daytime service area is the eleven southern California counties. One or the other *better* suits their merchandising needs. Consult KNX's agency file folder for the complete story before you buy any Pacific Coast stations.

# KNX "THE VOICE OF HOLLYWOOD"

**John Blair & Co., National Representatives**


THE
GOODWILL
STATION
NOW
50,000
WATTS
"More than ever
MICHIGAN'S
GREATEST
ADVERTISING
MEDIUM"
WJR
CLEARED CHANNEL
750 KILOCYCLES
MEMBER OF C. B. S.
G. A. RICHARDS
PRESIDENT
LEO. J. FITZPATRICK
V. P. and G. M.

XUM

# "You pick the spots, Mr. F & S!"

ONE of our customers was very much surprised, the other day, when we recommended several stations *not on our list* . . . He considered it a "new and refreshing attitude" on the part of a station representative.

As a matter of fact, it was rather typical of the way we operate here at F & S. Our big idea is to make radio profitable for *you* . . . which ultimately makes it profitable for us, too.

Radio is our life work. We know the ropes. If you can use this knowledge, it is yours for the asking . . . regardless of whether or not it means an immediate return to us.

## FREE & SLEININGER, INC.

*Radio Station Representatives*

| NEW YORK | CHICAGO | DETROIT | SAN FRANCISCO | LOS ANGELES |
|---|---|---|---|---|
| 110 East 42nd St. | 180 N. Michigan | New Center Building | Russ Building | C. of C. Bldg. |
| Lexington 2-8660 | Franklin 6373 | Trinity 2-8444 | Sutter 5415 | Richmond 6184 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| WHO | (NBC) | Des Moines | KMBC | (CBS) | Kansas City | KSD | (NBC) | St. Louis |
| WCAO | (CBS) | Baltimore | KFAB | (CBS) | Lincoln-Omaha | KFWB | | Los Angeles |
| WGR-WKBW | (CBS) | Buffalo | WAVE | (NBC) | Louisville | KOIN | (CBS) | Portland |
| WIND-Gary | — | WJJD-Chicago | WTCN | | Minneapolis-St. Paul | KOL | (CBS) | Seattle |
| WHK | (CBS) | Cleveland | KOIL | (NBC) | Omaha | KVI | (CBS) | Tacoma |

BROADCASTING
and
Broadcast Advertising

Vol. 9 No. 7 WASHINGTON, D. C. OCTOBER 1, 1935 $3.00 A YEAR — 15c A COPY

# Facsimile Looms as Press Rushes Into Radio

By SOL TAISHOFF

## Four New York Publishers Study RCA Image Transmission; More Newspapers Now Eyeing the Broadcasting Field

FACSIMILE broadcasting, regarded by many radio experts as the next important step in the radio transmission of intelligence as well as a potentially powerful advertising medium, is being studied in a preliminary way by four important New York newspapers after discussions with RCA, which holds some of the basic patents on the system.

Disclosures of the facsimile conversations comes at a time when the quest of newspapers for radio stations, chiefly for regular sound broadcasting, has reached an all-time peak. In the fortnight that has elapsed since BROADCASTING in its Sept. 15 issue exclusively reported the decision of the Scripps-Howard newspaper organization to enter the broadcasting field, activity among newspaper publishers for the purchase of existing radio stations or the acquisition of new stations has been accelerated.

The FCC, especially its engineering department, has been visited by a steady stream of publishers seeking information about the filing of applications for radio stations.

While far from the consummation stage, the facsimile development nevertheless represents the first tangible step toward commercial introduction of facsimile broadcasting. Optimistic radio scientists envision the day when complete newspapers, including display advertising, will be "radiophotographed" and delivered via radio to the home.

### Cost of Receivers

RCA EXECUTIVES, it is learned, have discussed the introduction of facsimile with the heads of such New York newspapers as the *Times*, *Herald-Tribune*, *World-Telegram* and *American*. The report was that one of the proposals involved the manufacture of some 25,000 facsimile receiving units for distribution by the newspapers. As a matter of fact it was ascertained that a working model facsimile receiver is now being built by RCA. Estimates covering the cost of the experimental unit are in the neighborhood of $100, but it is thought that if mass production is attained the cost might be as low as $30.

The conversations with the newspaper executives are believed to have covered several possible methods by which facsimile could be introduced under newspaper auspices. For RCA they have been carried on by Henry Kittridge Norton, executive assistant to David Sarnoff, RCA president and chairman of the board of NBC.

Asked by BROADCASTING about the developments, RCA said officially Sept. 24 that the reports of a definite development "are evidently premature". These reports, the statement said, "are based, it is understood, on investigation by various leading newspapers of the possibilities of radio facsimile as a special service to their subscribers. Ways and means of developing this type of transmission on a commercial basis have been under study by the RCA ever since the demonstration of facsimile in Washington and New York last winter.

### Newspaper Service

"WHILE already in limited commercial use for the transmission of weather maps to ships at sea and similar services, the development of a facsimile service for the home has been the larger goal of RCA research engineering. It has been optimistically envisioned that the day will come when complete pages of newspapers may be reproduced on a home facsimile recorder.

"While still in the preliminary stage some of the discussion has centered around a suggestion for providing technical facilities for newspapers which might then maintain a news and editorial service for their subscribers. RCA executives state that no definite procedures have as yet been determined. Among the obstacles to be overcome is the cost of facsimile recorders. The goal is to produce such recorders under $100 per unit in order to give the service as wide an appeal as possible."

Facsimile receivers, several designs of which have been perfected by independent inventors as well as by RCA, can be affixed to the ordinary radio receiver or operated separately. Under the main plan proposed to the New York newspapers by RCA, it is indicated, the visual broadcasts would be from a central station built and maintained by RCA. Service for the newspapers, which would get the "credit lines" and actually become the facsimile broadcasters, would be on a leasehold basis, with maintenance, operation and research carried on by RCA.

**PHOTORADIO — Here is C. J. Young, son of Owen D. Young, and RCA facsimile experimenter, with a model of the reproducing apparatus he has developed. (See next page for sample of facsimile.)**

In the case of the *Times*, the matter has been discussed with Arthur Sulzburger, its president and publisher. Howard Davis, business manager of the *Herald-Tribune;* Karl A. Bickel, radio executive of the Scripps-Howard newspapers, publishing the *World-Telegram*, and T. J. White, general manager of Hearst Enterprises, in the interest of the *American*, also have been parties in the conversations.

Presumably, under the basic plan, RCA proposes to test facsimile transmission as a medium of visual transmission in New York prior to expansion to other cities.

With the exception of Hearst's *American*, which is affiliated with WINS, New York, none of the newspapers involved in the negotiations has any ownership affiliation with a broadcasting station. For that reason New York is regarded as a fertile field for the introduction of facsimile.

### An Advertising Medium

ENORMOUS advertising potentialities are envisioned for facsimile. Display advertising in newspaper style and format, for example, conceivably can be reproduced in the home during the early morning hours at a negligible cost to the listener or "looker".

In facsimile, it is not a case of sitting in rapt attention and "looking" into a reflector on the receiving set, as is necessary in television. Instead, the "home printing device" reproduces an exact likeness of the news page or photograph, inch by inch, across the 8x11 inch page. "Facsimile" advertisers, sponsoring printed newspapers or program presentations, for example, could procure a check on the audience receiving their programs by sending into the home facsimiles of coupons which the recipient would be asked to mail in.

In the field of regular sound broadcasting the current influx of applications and the more or less wholesale purchases of stations by newspapers actually got under way early this year when the matter of news broadcasting became acute. Then, last March, when the bars were let down on the sale of press association services to broadcasting stations, the activity reached unprecedented proportions.

Today there are 134 broadcasting stations owned or controlled by or affiliated with newspapers through stock ownership, as against less than 100 at the start of 1934. There are 33 applications pending for new newspaper stations. An undetermined number of newspapers in all parts of the country are planning new station applications—perhaps as many as 20. This is indicated in calls made at the FCC seeking information to be used in filling out the requisite application forms.

### Scripps-Howard's Move

THE SCRIPPS-HOWARD decision to acquire broadcasting station affiliations in cities in which it publishes newspapers was the most significant step in this field since the UP and INS began to sell their news services to stations. The decision to invade broadcast-

ing on a large scale represented a complete about-face in the policy of the Scripps-Howard organization.

The Broadcast Division of the FCC at its meeting Sept. 24 approved the application of the Continental Radio Co., radio subsidiary created by the Scripps-Howard organization, for acquisition of WFBE, Cincinnati, the call letters of which will be changed to WCPO. The station is a 100-watt local. Applications for new stations in Columbus and Toledo, also sought by Continental, probably will be designated for hearing by the FCC, following the usual procedure.

Besides WFBE, other additions to the list of newspaper-owned stations negotiated the last fortnight are WAAW, Omaha; KGBZ, York, Neb., and KMMJ, Clay Center, Neb., purchased by the *Omaha World-Herald*. This newspaper also has purchased control of WJAG, Norfolk, Neb., from the *Norfolk Daily News*.

In addition, KGKO, Wichita Falls, Tex., has been purchased from the Wichita Falls Broadcasting Co. by the *Fort Worth Star-Telegram*, the assignment of license being approved by the FCC Broadcasting Division at its Sept. 24 meeting.

Aside from new station applications filed in recent weeks, it was learned the *Cleveland Plain-Dealer*, already operating WHK, Cleveland, and WAIU, Columbus, also has a controlling interest in WJAY, Cleveland, and a 40% interest in WKBN, Youngstown. There is now pending before the FCC applications for assignment of control of both WHK and WJAY to the U. B. Corporation, controlled by the *Plain-Dealer*.

On Sept. 24 the FCC granted a full license renewal to WLBF, Kansas City, Kan., thus presumably paving the way for exercise of the purchase option on that 100-watt station held by Senator Capper's *Kansas City Kansan*.

### More Newspaper Stations

ADDITIONS to the list of applications by newspapers for new stations include those of the *Portland* (Me.) *Herald & Express*, *St. Paul Daily News*, *Richmond Times-Dispatch* (owned by the same interests as the *Norfolk Virginian-Pilot*, operating WTAR); *Albany* (N. Y.) *Knickerbocker Press & News*, seeking a 100-watt station in Schenectady. These should be added to the list published in the Aug. 15 issue of BROADCASTING.

With a glimpse into the future of broadcasting, even beyond facsimile transmission, a number of newspapers are contemplating invasion of the so-called ultra-high frequencies, above 30,000 kilocycles, for broadcasting. These channels are in what is regarded as the "No Man's Land" of radio.

## Bank Studying Media

COOPERATION of bankers in an intensive study of media has been asked by A. R. Gruenwald, chairman of the general research committee of the Financial Advertisers Association and advertising manager of Marshall & Illsley Bank, Milwaukee. The study is under the direction of L. E. Townsend, advertising manager of the Bank of America, National Trust & Savings Assn., San Francisco.

NRA

THE WEATHER Today: Fair and colder.

New York

No. 35,815—DAILY TUESDAY, JANUARY

FILM CASHIER LIN
TO BRUNO; STO

House Revolt Over Gag Delays Vote on 4-Billion Works Bill

Democratic Bloc on Rules Committee Thwarts Byrns

1,300 Millions For Pensio

BORAH PLEADS WITH SENATE TO AVOID COURT

Calling League Body Purely Political Tribunal, Speaks in Name of Peace and Justice

107 Massacre By Nomads

French Official List of Victims

IN TROUBLE ZON

Tribesmen Som

**RADIO FACSIMILE—Here is a sample of a facsimile portion of a newspaper page transmitted by the system developed by Charles J. Young, of the RCA Manufacturing Co., Camden. The Young system is one of several developed in recent years. Other systems include those of W. G. H. Finch, former assistant chief engineer of the FCC, and of John V. L. Hogan, New York consulting engineer.**

**The most widely prevalent idea about facsimile use in the home is that of an attachment for the ordinary receiver, which would wholesale at perhaps $25. This receiver would work while its master slept, for the plan would be to have it "print" the newspaper during the night, so that in the morning there would be laid down in a basket under the set a series of "flimsies" of tissue-paper texture carrying all of the newspaper features "photographed" by radio, with headlines, comics, fashions and display advertising.**

**Principles of transmission are not very different from "sound" broadcasting. For example, a broadcasting station now sends electrical impulses which reproduce over the loud speaker the exact sounds within the studio. The vibrations actuate the loud speaker and reproduce the sounds. If the incoming vibrations are fed to a control magnet on a moving stylus, rather than on a loud speaker, the stylus will be lifted on and off the paper as the vibrations are received. At the sending station, the material to be transmitted is placed on a cylinder which revolves laterally and shifts longitudinally. Upon this text falls a tiny light ray which traverses the page until all points have been exposed. That is called "scanning", and is done through use of photoelectric cells. Then the reverse operation takes place at the receiving end, and the magnetic device or "radio pen" moves over the receiver's sheet and by synchronous movement of the "pen" with the original cylinder, the paths taken at the sending end are faithfully reproduced on the receiver, and the facsimile page is produced.**

## New Stratosphere Flight To Be Broadcast by NBC

ROBERT M. MORRIS, NBC development engineer, and a special events staff of NBC will again establish ground contacts, including pickups by network member stations, when the National Geographic Society-Army Air Corps undertakes another stratosphere flight some time in October, weather permitting. The NBC has once more obtained exclusive rights to the broadcasts from the gondola in flight, which furnished one of the greatest feats in radio history during the first successful attempt and was scheduled for the second ill-fated attempt.

Engineer Morris has shipped his equipment to the Strato-Camp at Rapid City, N. D., and has gone there to handle the setup.

## KGKO Shift to Ft. Worth; Two NBC Outlets Planned

APPROVAL of the recent purchase of KGKO, Wichita Falls, Tex., by Amon Carter, publisher of the *Fort Worth Star-Telegram*, was given by the FCC Broadcast Division Sept. 24 when it authorized the assignment of the license to Mr. Carter and its removal into Fort Worth. The *Fort Worth Star-Telegram* is now operating WBAP, which shares the 800 kc. clear channel with WFAA, of the *Dallas News*, utilizing the same 50,000-watt transmitter. It is intimated that Mr. Carter may now sell WBAP to the *Dallas News*, thus giving each newspaper a full-time outlet in its city and paving the way for each station to secure basic NBC network service. WFAA-WBAP now receives both Red and Blue programs.

## First Steps Taken For Audit Bureau

### Committee of 15 to Meet Again During Latter Part of Month

FIRST TANGIBLE steps toward the establishment of a cooperative bureau to audit station audience and coverage data were taken Sept. 19 at the initial joint meeting of the Committee of 15, equally representative of the NAB, American Association of Advertising Agencies and Association of National Advertisers. No statement was forthcoming following the meeting but it was understood that another general session will be held toward the latter part of October. A subcommittee was named.

The fact that the conferees agreed to hold another meeting in the immediate future was accepted as meaning that the first session was harmonious and that there was no rift whatever in connection with the basic idea. There had been reports current that all three of the trade associations were not in accord on the plan that an independent bureau be set up, to provide for radio data which would be the counterpart of that offered in the publications field through the Audit Bureau of Circulations.

Those who attended the Sept. 19 meeting held at the Waldorf-Astoria, were: For the NAB—Chairman, Arthur B. Church, KMBC; Alfred J. McCosker, WOR; Edgar Kobak, NBC; Hugh K. Boice, CBS; J. O. Maland, WHO; for the ANA—Chairman, Stuart Peabody (chairman of the board of ANA); D. P. Smelzer, Procter and Gamble Co.; M. H. Leister, Sun Oil Co.; Harold B. Thomas, Centaur Co.; Paul B. West, managing director; for the AAAA—Charles F. Gannon, Erwin, Wasey & Co.; L. D. H. Weld, McCann-Erickson Inc.; Dr. George Gallup, Young and Rubicam Inc.; John Benson, president, and F. R. Gamble, executive secretary of the AAAA.

## NAB Gives Up Proposal For Agency Recognition

ALL HOPE for creation of an agency recognition bureau for radio at any time in the immediate future has been abandoned by the NAB, since only 35 stations of the minimum of 120 which would have been required to launch the project had signified their intentions of subscribing to it as BROADCASTING went to press with its Oct. 1 issue. When the campaign for subscriptions was started last July, James W. Baldwin, NAB managing director, declared the plan would go by default unless the cost for the first year of approximately $16,000 had been underwritten by subscriptions from 120 stations at $120 per year each.

The last subscriptions received by the NAB, as of Sept. 14, were from CBS for its seven owned stations. These were KMOX, WBBM, WCCO, WKRC, WBT, WJSV and WABC. Other subscriptions which had been received were: KFI, KJBS, KDYL, WAIU, KFSD, WKBN, WHOM, WFAA, KMBC, WLS, WHO-WOC, WGBI, WTIC, KFPY, KGNC, WMBC, KSO, WGAR, WGR-WKBW, WRVA, KFBK, WPRO, WHK, WFBL, WOW, WJBK, and WPTF.

# FCC Continues Scrutiny of Programs

## Score of Stations Get Temporary License Renewals; Post Office Department Issues Order on Congoin

DESPITE expectations of a substantial let-down in the FCC onslaught against questionable programs, notably those in the medical classification, the Broadcast Division of the FCC is continuing its activity in that line and at its meeting Sept. 24 issued temporary licenses to nearly a score of stations. These temporary grants, it was said, were sought by the Law Department, pending further investigations into "questionable" programs on which the Federal Trade Commission and Food & Drug Administration of the Department of Agriculture are being consulted.

A number of the stations granted temporary licenses, it was ascertained, had broadcast the programs sponsored by the Congoin Co., Los Angeles (herb tea), which was cited Sept. 20 by the Post Office Department in a fraud order. Other reasons for the temporary licenses were broadcasts of medical accounts, failure to procure FCC authority on station leases, fortune-telling programs, and violation of regulations.

### Federal Conference

IT HAD BEEN expected that the stipulation method devised by the NAB with the Trade Commission, under which stations would be permitted to follow procedure successfully employed in newspaper and magazine fields, would cause a relaxation in the FCC drive. Under the FTC stipulations, stations would be permitted to sign waivers agreeing that they would abide by any orders issued against advertisers using their facilities, thus being saved from punitive action.

In line with a resolution adopted by the Broadcast Division Sept. 10, Chairman Sykes of the Broadcast Division was planning to arrange a conference with a committee representing the FTC to discuss development of a liaison between the two agencies in the light of the new stipulation procedure. Judge Sykes declared Sept. 24 that he was hopeful that the conference would be held within two weeks.

Meanwhile, developments affecting radio advertising from the regulatory standpoint came thick and fast during the last fortnight. In a drastic action, the Post Office Department Sept. 20 issued a fraud order against the Congoin Co., manufacturers and distributors of a South American yerba mate beverage similar to tea. The effect of this order is to deny the company the use of the U. S. mails. All mail to it is stamped "fraudulent". Congoin has been using time on some 100 stations and the FCC has sent inquiries to a number of them in its investigation of this account.

Also at its meeting Sept. 24, the Broadcast Division postponed the hearing on the Marmola case (anti-fat remedy) from Oct. 3 to Oct. 14, presumably because Andrew Haley, attorney of its legal staff handling the program investigations, would not be able to be present. Simultaneously it released KMBC, Kansas City, from the Marmola hearing docket because it had found after investigation that the station had dropped the program some time ago, and because there were no other program charges against it.

Remaining on the Marmola docket are KFRC, San Francisco, KNX, Los Angeles, and WTMJ, Milwaukee, each of which is operating under temporary licenses during the pendency of the cases. On July 30, the FCC cited 21 stations on the Marmola program but subsequently released 17 after it announced it had ascertained that they had dropped the program and otherwise were not under investigation.

Haley was sent to Los Angeles three weeks ago to take depositions in connection with the Marmola case and others, with particular reference to KNX, it was reported. He was also instructed by the Law Department to stop off in New Mexico on his return trip to make further investigations.

The Congoin case has been a tempestuous one, with a half-dozen governmental agencies involved. The State Department has become embroiled in it because of protests it had received from several South American governments contending that their foreign trade with the United States was being interfered with by U. S. regulatory agencies. The Congoin Co. is the leading importer of yerba mate, exports of which from South America amount to about $1,000,000 annually. E. S. Woolrich, president of Congoin, has been in Washington for a month on the case and on Sept. 24 was joined by some of his associates in Los Angeles. Radio has been used extensively by the company, and the contention was that only a very small percentage of its business was through the mails.

### Postal Charges

IN A voluminous fraud order, the Post Office Department held that Congoin used the mails in a "scheme or device" to obtain money by false or fraudulent representations as to the merits of its product. Specifically it mentioned testimonials and literature which purported to show that Congoin had an excellent stimulating effect, that it was better than tea or coffee, and that doctors recommended it as a marching ration for soldiers on the ground that it would sustain life without other food, due to its nutritive value. Mr. Woolrich claimed that the Post Office Department based its findings entirely upon one individual from the Food & Drug Administration.

Significantly, the Postal order concluded with the statement that it was regrettable that such a meritorious product as yerba mate should have been marketed on the basis of exaggerated representations and claims, since it is highly respected product in South America.

Mr. Woolrich contemplated a pe-

(*Continued on page 49*)

# World Series Again Will Be Sponsored On NBC, CBS and MBS by Ford Motor Co.

ANTICIPATING expenditures of $500,000 or more for the network time and broadcasting rights, Ford Motor Co., Detroit, has signed contracts to sponsor the World Series on the entire list of stations available on NBC, CBS and MBS. N. W. Ayer & Son, Inc., New York, is the agency. More than 90 outlets will be included in the hookup which CBS can assemble during the daylight hours, and nearly 70 NBC affiliates will be available. MBS will use its basic hookup of WOR, WGN, WLW and CKLW.

No radical departures from the procedure followed last year (when Ford made radio history by bankrolling the series and an increased schedule of entertainment programs) are expected to be made. Commercial announcements, so short as to amount to little more than sponsor identification, will be made in such a way as not to intrude too much on the listeners' attention. After the first game they probably will be made between all innings.

Before negotiations with the Ford company began, Judge Kenesaw Mountain Landis, czar of the big leagues, announced that radio rights would cost $100,000, so it is assumed that this figure was embodied in the contract.

In addition, the sponsor pays for time at the hourly rate, the games averaging about two-and-a-half hours each in length. Last year the total broadcasting time amounted to 19 hours. The present rates would total approximately $9,000 an hour on CBS, and $14,000 for the combined NBC chains. The MBS hour rate is $1,550. Nineteen hours at these prices would total about $470,000.

Talent costs for commentators on the actual play and the scenes in the ball parks will be small in comparison to the time outlay. However, even if the series should, due to some miscalculation on the part of the owners, finish in four games, the total for time, air rights, talent and incidental costs could hardly be kept below $400,000.

Local sponsorship by individual Ford dealers is permitted by the parent company only in cases where the dealer is willing to assume the entire burden for the time costs in his area. Tie-in announcements by dealers are expected to be made during station-break periods in most cases.

For NBC, Hal Totten, Ty Tyson and Graham McNamee, all veteran sports announcers, will describe the series over the combined networks. For CBS, France Laux, of KMOX, and Jan Graney, of WHK, will call the plays, with Truman Bradley assisting with the network announcements. Quin Ryan, manager of WGN, and pioneer sports announcer, will be at the MBS mike, assisted by Bob Elson, WGN sports announcer.

# Agencies' Billings On CBS This Year

THE SAME agency which led all others in all national network billings during 1934 was top on the list of agency billings on the CBS network during the first six months of 1935, it was disclosed Sept. 25. It is Blackett-Sample-Hummert Inc., which placed $1,316,808 worth of business with CBS during the first half of this year. Reports on spot billings are unavailable, nor were the agency billings on NBC made public.

The CBS tabulation was made public as follows:

| | |
|---|---|
| Blackett-Sample-Hummert | $1,316,808 |
| N. W. Ayer & Son | 850,728 |
| Erwin, Wasey & Co. | 669,617 |
| William Esty & Co. | 587,801 |
| Newell-Emmett Co. | 454,737 |
| Stack-Goble Adv. Agency | 452,637 |
| Frances Hooper Adv. Agency | 438,451 |
| E. W. Hellwig Co. | 411,653 |
| F. Wallis Armstrong | 399,196 |
| Batten, Barton, Durstine & Osborn | 337,481 |
| J. Walter Thompson Co. | 304,368 |
| Hutchins Advertising Co. | 278,111 |
| Lennen & Mitchell | 257,078 |
| Young & Rubicam | 255,925 |
| Ruthrauff & Ryan | 244,102 |
| Cecil, Warwick & Cecil | 180,126 |
| Brooke, Smith & French | 166,460 |
| Geyer Co. | 145,027 |
| Roche, Williams & Cunnyngham | 141,116 |
| Campbell-Ewald Co. | 139,337 |
| Joseph Katz Co. | 128,982 |
| Henri, Hurst & McDonald | 128,269 |
| Lord & Thomas | 97,085 |
| McCann-Erickson | 80,917 |
| Gardner Advertising Co. | 78,874 |
| Calkins & Holden | 72,342 |
| Blackman Co. | 67,293 |
| Topping & Lloyd | 66,976 |
| United Adv. Agency | 55,096 |
| Hutchinson Adv. Co. | 53,932 |
| J. L. Sugden Adv. Co. | 51,493 |
| J. Stirling Getchell | 46,912 |
| Russell M. Seeds Co. | 42,336 |
| Biow Co. | 36,630 |
| Hays MacFarland & Co. | 36,096 |
| J. M. Mathes | 23,968 |
| Blaker Adv. Agency | 20,641 |
| McKee & Albright | 15,635 |
| Cockfield, Brown & Co. | 13,000 |
| Frank Presbrey Co. | 12,410 |
| Sellers Service | 6,759 |
| S. C. Croot Co. | 6,152 |
| Donahue & Coe | 4,480 |
| Morris, Windmuller & Ensinger | 3,545 |
| Rose-Martin | 1,918 |
| Hanff-Metzger | 1,437 |
| Grey Adv. | 1,373 |
| Heath-Seehof | 1,226 |

## *AGENCY ORGANIZED BY E. A. FELLERS*

E. A. FELLERS, who as assistant to the vice president of Mantle Lamp Co. of America, has devoted most of his time to that concern's broadcast advertising, has resigned after 11 years to become one of the principals of a new advertising agency — Presba, Fellers, Presba Inc., which has opened offices at 360 N. Michigan Ave., Chicago.

The other principals are Bert S. Presba, for 23 years vice president of Mantle Lamp in charge of sales and advertising and for the seven years previous with the Mahin Adv. Co., which later became the William H. Rankin Co., and Will B. Presba, formerly sales manager of WROK, Rockford, Ill.

Presba, Fellers, Presba Inc., is placing advertising for Mantle Lamp Co., Chicago (Aladdin lamps); The Crest Co., Chicago (electric lamps), and Aladdin Industries, Chicago (vacuum bottles). While a general agency using every type of medium, the new agency expects to make liberal use of broadcasting because of the outstanding success of this medium in advertising Aladdin Lamps.

# Standard Oil to Use UP News In Broadcasts on NBC Group

### Network's Owned and Operated Stations to Carry Series for 13 Weeks, With NBC Buying the News

A HALF-DOZEN of the NBC-owned and operated stations will break into the constantly growing roster of stations offering sponsored broadcasts on Oct. 7, when Standard Oil Co. of N. J., begins sponsorship of United Press flashes on the NBC-owned stations East of Pittsburgh. The Standard Oil contract is for 13 weeks, with strong possibility of renewal, and calls for four five-minute news reports daily except Sunday.

In negotiating the purchase of the UP news reports for these stations, however, NBC contracted for 52 weeks service under a non-cancellable arrangement. Compensation to UP is on the basis of 25% of the night rates of the stations used — its regular rate. It had been erroneously reported that UP had sold its press reports to the Standard Oil Co., instead of to NBC.

#### Alka-Seltzer Dickering

MEANWHILE, it was learned authoritatively that NBC is negotiating with Dr. Miles Laboratories, Elkhart, Ind., (Alka-Seltzer), for sponsorship of UP news flashes on another group of NBC owned and operated stations. Wade Adv. Agency, Chicago, handles this account. It is understood that these conversations have to do with use of stations other than those on the Standard Oil schedule.

The Standard Oil account, placed by Marschalk & Pratt Inc., New York, is the first using spot news reports to be placed on NBC stations. The news broadcasts will be at 8:30 a. m., noon, 6:30 p. m. and 11 p. m. This time coincides with the regular network news reports prepared by the Press-Radio Bureau. NBC will continue to subscribe to Press-Radio Bureau service for network broadcasts, however.

Stations to carry the account are WEAF and WJZ, New York; WGY, Schenectady; KDKA, Pittsburgh; WMAL, Washington; WBZ-WBZA, Boston - Springfield. Because WBAL, Baltimore, is synchronized with WJZ after 9 o'clock, broadcasting its identical programs, this station also will carry the late evening broadcast at 11 o'clock.

The contract with these stations also covers a guaranteed minimum to UP should Standard Oil fail to renew after the 13-week schedule, and should the stations fail to get new sponsors. This also is identical with the contracts UP has signed with some 45 other stations since it began sale of its report for broadcasting use last Spring.

It was indicated that there is strong likelihood that Standard Oil would increase the number of stations it is using to coincide with the territory in which its products (Esso gasoline and motor oil) are marketed. The news reports will be known as the *Esso Extra* and the theme will be to hit the high spots of both national and local news. News editors in each station will compose the broadcasts from UP reports.

Esso products are marketed in these states: New York, New England states, Pennsylvania, New Jersey, Delaware, Maryland, West Virginia, South Carolina, Tennessee, North Carolina, Arkansas, Louisiana, Virginia, District of Columbia.

## UP Sponsored on WJSV

UNITED PRESS news reports over WJSV, Washington CBS-owned outlet, effective Sept. 30 were sponsored by the Wilkins Coffee Co., of Washington, under an 11-month contract. For the last two months WJSV has been broadcasting UP news as a sustaining feature. The coffee account was placed by Lewis Edwin Ryan Inc., Washington agency. The broadcasts, of five minutes each, are handled four times daily, every day except Sundays at 10 a. m., 1 p. m., 3 p. m. and 5:55 p. m.

## Tip to Politicians

WCAE, Pittsburgh, introduced a new type of political broadcasting when a candidate who wanted something different was given a special dramatic program, with vocal and piano accompaniment. The theme was a visit to a friend's home and discussion of the political situation, including a sales argument for the sponsoring candidate.

## MBS Gets Playhouse

THE FORMER NBC Times Square Studio, abandoned when NBC moved into Radio City, has been renamed the Mutual Radio Playhouse and will be used for public performances of shows sponsored over the Mutual Broadcasting System. The first program to be presented in the theatre, which seats 800, will be *Good Evening Serenade*, featuring Isham Jones' orchestra, Loretta Lee and the Eton Boys, which starts over MBS Oct. 1 under sponsorship of the United Cigar Stores Delaware Corp., to be heard Tuesdays, 8:30-9 p. m. The playhouse will thereafter be available to all MBS clients.

## RCA Begins NBC Series On Progress of Radio

RADIO itself and the technical accomplishments of its laboratories and services are being promoted in a new institutional program sponsored by the Radio Corporation of America, parent company, over a nation-wide NBC-WJZ network starting Sept. 29. The program, heard Sundays 2-3 p. m. (EST), is an institutional campaign under the title *The Magic Key of RCA*, and is handled by Lord & Thomas, New York.

Outstanding artists from the concert, operatic and radio worlds, with noted dance bands, are to participate in this series, which will be offered for rebroadcasts throughout the world and will include pickups from all parts of the world through the facilities of RCA Communications Inc. John B. Kennedy, the commentator, will devote part of the hour to explaining the various actual and potential services of radio.

## Coca-Cola Returning

COCA COLA Co., Atlanta, will return to radio with a musical show around Nov. 1. No definite plans have been made regarding talent and stations. D'Arcy Adv. Co., Atlanta, is the agency.

# Networks Book Many New Programs for Autumn . . .

BOOKINGS by major networks for the autumn find many popular programs returning to the air, many new ones making their bow, and a large number of year-round presentations continuing on the schedules. Following is a list of new autumn programs, as furnished by the networks when daylight savings time schedules shifted to regular time Sept. 29:

### NBC

RADIO CORPORATION OF AMERICA, with Magic Key of RCA, John B. Kennedy and guest artists, Sundays, 2-3 p. m. Started Sept. 29 (WJZ).

GENERAL FOODS Corp. (Jello), with Jack Benny and Johnny Green's orchestra, Sundays, 7 p. m. Started Sept. 29 (WJZ).

PROCTER & GAMBLE Co. (Ivory soap), with The O'Neils, Mon. thru Fri., 3:45-4 p. m. Started Sept. 30 (WEAF).

RALSTON PURINA Co., with Tom Mix program, Mon., Wed., Fri., 5:30-5:45 p. m. Started Sept. 30 (WEAF).

PROCTOR & GAMBLE Co. (Ivory soap), with Ivory Stamp Club, Mon., Wed., Fri., 7:15-7:30 p. m. Started Sept. 30 (WJZ).

AMERICAN HOME PRODUCTS Corp. (Kolynos toothpaste), with Easy Aces, Tues., Wed., Thurs., 7-7:15 p. m. Starts Oct. 1 (WJZ).

DELAWARE, LACKAWANNA & WESTERN COAL Co., with Studio 7, Tues., Wed., Thurs., 11:15-11:30 a. m. Starts Oct. 1 (WEAF).

GENERAL FOODS Corp., (Sanka coffee), with Helen Hayes, Tuesdays, 9:30-10 p. m. Starts Oct. 1 (WJZ).

TEXAS Co., with Eddy Duchin orchestra, Tuesday, 9:30-10 p. m. Starts Oct. 1 (WEAF).

BEST FOODS Inc., with Ida Bailey Allen, Tues., Wed., Thurs., 11-11:15 a. m. Starts Oct. 1 (WEAF).

GENERAL FOODS Corp. (Log Cabin syrup), with The Log Cabin, Conrad Thibault, Harry Salter's orchestra and Frank Crummit, Wednesdays, 10-10:30 p. m. Starts Oct. 2 (WEAF).

BRISTOL-MYERS Co., with Town Hall Tonight, Fred Allen, Peter Van Steeden's orchestra, Tuesdays, 9-10 p. m. Starts Oct. 2 (WEAF).

PACIFIC COAST BORAX Co., with Death Valley Days, Thursdays, 9-9:30 p. m. Starts Oct. 3 (WJZ).

ELGIN NATIONAL WATCH Co., with Elgin Campus Revue, Mills Brothers, Art Kassel's orchestra, Hal Totten, Fridays, 10:30-11 p. m. Starts Oct. 4 (WEAF).

P. LORILLARD & Co., with Old Gold Sports Page of the Air, Thornton Fisher, Saturdays, 7-7:15 p. m. Starts Oct. 5 (WEAF).

LUDENS Inc., with Al Goodman orchestra, Sundays, 5:45-6 p. m. Starts Oct. 6 (WEAF).

STANDARD BRANDS Inc. (Fleischmann's bread yeast), with Ozzie Nelson's orchestra, Robert L. Ripley, Sundays, 7:30-8 p. m. Starts Oct. 6 (WJZ).

GENERAL MOTORS Corp., with symphony orchestra and guest conductors, Sundays, 10-11 p. m. Starts Oct. 6 (WEAF).

PEPSODENT Co., with Al Pearce and His Gang, Mon., Wed., Fri., 5-5:30 p. m. Starts Oct. 7 (WEAF).

MAYBELLINE Co., with Penthouse Serenade, Charles Gaylord's orchestra, Don Mario, tenor, Sundays, 5-5:30 p. m. Starts Oct. 13 (WEAF).

COLGATE-PALMOLIVE-PEET Co. (Super-Suds), with Clara, Lu 'n' Em, Mon. thru Fri., 5:45-6 p. m. Starts Oct. 14 (WEAF).

PINEX Co., with Kentucky Mountain Folk, John Lair, Sundays, 5:15-5:45 p. m. Starts Oct. 20 (WJZ).

ROGER & GALLET Inc., with Bob Crosby and orchestra, Fridays, 8:15-8:30 p. m. Starts Oct. 25 (WJZ).

AMERICAN ROLLING MILLS Inc., with Armco Ironmaster Program, Frank Simon's band, Mondays, 10:30-11 p. m. Starts Oct. 28 (WJZ).

GEORGE W. LUFT Co., with Jimmy Fidler Hollywood gossip, Wednesdays, 10:30-10:45 p. m. Starts Oct. 30 (WJZ).

### CBS

TIME Inc. & REMINGTON-RAND Inc., with March of Time, Mon. thru Fri., 10:30-10:45 p. m. (EDST). Started Aug. 26.

JULIAN & KOKENGE Co., with Musical Footnotes, Sundays, 12:30-12:45 p. m. (EDST). Started Sept. 8.

CONSOLIDATED CIGAR Corp., with Harv & Esther comedy serial, Thursdays, 8-8:30 p. m. (EDST). Started Sept. 12.

ATLANTIC REFINING Co., with Atlantic Family and Frank Parker, Saturdays, 7-7:30 p. m. (EDST). Started Sept. 14.

CHARIS Corp., with Sisters of the Skillet, Sundays, 1:45-2 p. m. (EDST). Started Sept. 15.

MALTEX CEREAL Co., with Dale Carnegie and Sunrise Ensemble, Sundays, 10:35-11 a. m. (EDST). Started Sept. 15.

ATWATER-KENT MFG. Co., with concert program and guest artists, Thursdays, 8:30-9 p. m. (EDST). Started Sept. 19.

E. R. SQUIBB & SONS, with To Arms for Peace, Thursdays, 9:30-10 p. m. (EDST). Started Sept. 19.

PACKARD MOTOR CO., with Lawrence Tibbett, Tuesdays, 8:30-9 p. m. (EDST). Started Sept. 24.

GULF REFINING Co., with Phil Baker and Beetle & Bottle, Sundays, 7:30-8 p. m. Started Sept. 29.

FORD MOTOR Co., with Ford Symphony Orchestra and chorus, Sundays, 9-10 p. m. Started Sept. 29.

LIBBY, McNEILL & LIBBY, with Og, Son of Fire, Mon., Wed., Fri., 5:45-6 p. m., repeat at 6:15. Started Sept. 30.

WILLIAM WRIGLEY Jr. Co., with Myrt & Marge, Mon. thru Fri., 7-7:15 p. m. repeat at 11. Started Sept. 30.

DELAWARE LACKAWANNA & WESTERN COAL Co., with Vanished Voices, Mon. & Wed., 6:30-6:55 p. m. Started Sept. 30.

GREAT ATLANTIC & PACIFIC TEA Co., with Kate Smith & Jack Miller's Orchestra, Tues., Wed., Thurs., 7:30-7:45 p. m. Starts Oct. 1.

R. J. REYNOLDS TOBACCO Co., with Camel Caravan, Tuesdays, 9-9:30 p. m., repeat at 11:30. Starts Oct. 1.

LIGGETT & MYERS TOBACCO Co., with Andre Kostelanetz orchestra, Lily Pons & Nino Martini, Wed. & Sat., 9-9:30 p. m. Starts Oct. 2.

CAMPBELL SOUP Co., with Burns & Allen, Wednesdays, 8:30-9 p. m. Starts Oct. 2.

CREAM OF WHEAT Corp., with Alexander Woolcott in Town Crier, Sundays, 7-7:30 p. m. Starts Oct. 6.

LEHN & FINK PRODUCTS Co., with Eddie Cantor, Rubinoff, James Wallington & Parkyakakas, Sundays, 8-8:30 p. m. Started Sept. 29.

LEHN & FINK PRODUCTS Co., with Leslie Howard, Sundays, 8:30-9 p. m. Starts Oct. 6.

E. I. DU PONT de NEMOURS & Co., with Cavalcade of America, Wednesdays, 8-8:30 p. m. Starts Oct. 9.

CARBORUNDUM Co., with Edward d'Anna band and Francis Bowman, Saturdays, 7:30-8 p. m. Starts Oct. 19.

### MBS

PINAUD Inc., with Lilac Time, Mon. thru Fri., 7:15-7:30 p. m. Started Sept. 23.

SPRATTS PATENT Ltd., with Albert Payson Terhune, Sundays, 5:30-5:45 p. m. Started Sept. 29.

GRUEN WATCH MAKER'S GUILD, with Washington Merry - Go - Round, Drew Pearson, Robert S. Allen, Tues., Sat., 7:45-8 p. m. Starts Oct. 1.

UNITED CIGAR STORES DELAWARE Corp., with Good Evening Serenade, Isham Jones, Loretta Lee, Eton Boys, Tuesdays, 8:30-9 p. m. Starts Oct. 1.

WASEY PRODUCTS Inc., with Omar, the Mystic, Mon. thru Fri., 5:15-5:30 p. m. Starts Oct. 7.

# Broadcasts Open the Market for Dari-Rich

By BRUCE ROBERTSON

## Struggling Company, Lost in the Red, Turns to the Air And Obtains National Distribution of New Product

**THOSE dark days of early 1933 were sorry ones for Bowey's Inc. Everything was black but the ink on the ledger—and that was so red that something had to be done about it. Something WAS done, and that's the key to this interesting plot. Dari-Rich has found a rich market. How did it find it? Read Mr. Robertson's biography of the fall and rise of Bowey's Inc. It's a radio thriller of the first water—or milk; chocolate milk.**

IN 1895 Charles F. Bowey founded Bowey's Inc. in Chicago and began manufacturing the fruit flavors and syrups used by ice cream manufacturers and at soda fountains. For 35 years all went well. Then Mr. Bowey died; the company's secretary died; the chief chemist died; the general sales manager resigned; the depression came along, and, at the end of 1932 young Donald Bowey and his brother Charles, who had inherited the business from their father, sat staring at red-inked figures on the year's statement, the first year the company had ever shown a loss.

Trying to find a new market, Bowey's soon decided that the dairy industry offered the biggest opportunity and developed a chocolate syrup especially for mixing with milk. Of course, chocolate milk was nothing new, but Dari-Rich has the advantage of showing no settling or separation, so that it keeps both appearance and flavor.

### A Series of Spots

"WE WERE sure we had something great," says Don Bowey, "but when we took it to the milk distributors they did not share our enthusiasm. They admitted our product was good, but they said that with so many factories closing down their market for it was practically gone, as the major part of their chocolate milk sales had been to workmen who bought it to drink with their lunches.

"This forced us to the conclusion that if we were ever going to develop a real business with the dairies we would first have to convince them that Dari-Rich could be sold to the home market as an enjoyment beverage. At the same time we decided that we could not afford to gamble in entering a new field, and that Dari-Rich would have to pay its own way as it went along."

Thus, instead of an elaborate, nation-wide advertising campaign, it was a series of spot announcements over a small Chicago station that introduced Dari-Rich to the public. These were first broadcast in February, 1933, last month of the Hoover regime and probably the worst time to launch a new product that could have been found. But, even so, the announcements began to create an interest in the product on the part of the public, and, what was more important to Bowey's, on the part of the dairy-products distributors.

So more announcements were placed on a second Chicago station, and later on the campaign was extended to include Detroit and Grand Rapids. In the spring of 1934, Bowey's, extending themselves a little but still making each month's business pay for the next month's advertising, used a quarter-hour stock transcription in Chicago, Detroit, Pittsburgh and Denver.

### Easier to Sell

MEANWHILE, Dari-Rich was proving a profitable item for its distributors and was becoming easier to sell to milk companies in other cities. By the beginning of 1935 Bowey's had distribution in every state in the union and in two foreign countries. This, they decided, justified a more ambitious advertising program, and in March of this year *While the City Sleeps*, a quarter-hour transcription series dealing with the adventures of Dari Dan, a typical milkman, on his early morning round, made its appearance.

Each program presents an actual experience of a milk-man, selected from the thousands of contributions which have come in from both milkman and listeners. The scripts are written by Finney Briggs, who also plays the part of Dari Dan, and are recorded by RCA-Victor in Chicago under the supervision of R. A. Sorensen, head of the Chicago office of Russell C. Comer Adv. Co., agency for Bowey's.

Commercials do not over-emphasize the health angle, as it is felt that the public is already sold on the idea that any product delivered by their milkman is health-building. Instead, the radio copy develops the idea that here is an enjoyable drink, ideal for the child who does not like the taste of milk, and for the adult as a pleasant energy drink in place of coffee or tea. As a sales stimulant, model airplanes and similar premiums are offered to children sending in bottle caps.

The programs are merchandised to the public with frequent radio page newspaper advertisements and to the dairy distributors with generous trade paper space. Whenever a new station is added—there are 16 now and the list is constantly growing—all dairies in the territory are notified by mail a month before the first broadcast. At the same time Bowey's sends a sales crew with an elaborate prospectus into the territory to stimulate cooperation from the dairies, such as the use of bottle collars advertising Dari-Rich and the promotion of driver contests. Store displays, signs and window streamers are placed with all stores handling this chocolate drink. Dairy men are invited to a preview of the program at the station, which has proved to be a most effective way of stimulating their interest.

### Sales 50% Ahead of 1934

SALES of Dari-Rich in 1934 were double those of '33 and so far this year are 50% ahead of '34. In July alone more than 3,000,000 quarts of this chocolate drink were sold. The eastern market has grown to such proportions that Bowey's have had to open a plant in Jersey City just to handle it.

Their radio advertising has also helped their soda fountain supply business because so many druggists have heard and liked the programs that they give a friendly reception to the salesmen from Bowey's.

**DARI-RICH TIEUP — One of a series of spotlight teasers used in connection with Dari-Rich programs.**

## CHEVROLET DEALERS LIKE RADIO

### Survey Conducted in the Twin Cities Region by WCCO Marked by Preference for Air Medium

ALTHOUGH practically all dealers were enthusiastic about their present radio program, 55 stated that they preferred live talent to recordings. Radio draws wide customer comment, the dealers reported almost unanimously. According to the response to the questionnaires it is the most widely discussed of any of the advertising media and establishes a sound talking point which leads to sales. 90% of the dealers reported Chevrolet customers themselves mentioning the radio program without suggestion by the dealer.

Approximately 75% of the dealers who took part in WCCO's survey found definite sales increases on their records as a direct result of Chevrolet's radio advertising.

In addition, dealers in the Northwest territory have themselves bought football broadcasts on WCCO this year. This unsual step on the part of a dealer organization came as a result of the success of last year's football broadcasts. When the Chevrolet Motor Co., which had bought the time last fall, decided not to make the purchase this year, your dealers thought the radio advertising so important that they invested their own money in order to bring the broadcasts to the public.

Sixty-seven Chevrolet dealers in St. Paul-Minneapolis territory voted strongly in favor of radio as an advertising medium in a recent survey conducted by the WCCO, Minneapolis, CBS-owned station. Chevrolet, which formerly used network broadcasting and is now featuring spot program in key cities throughout the country, has at the present time three 15-minute WBC transcription shows on WCCO every week.

For the purposes of the survey, WCCO sent questionnaires to all Chevrolet dealers in the station's primary listening area. Six points were raised in these questionnaires:

1. Which do you prefer, radio, newspaper, or outdoor advertising?
2. Do you like your present radio program?
3. Do you prefer a live program to a recorded one?
4. Do your customers refer to your radio program?
5. Do you think your radio program has increased sales?
6. What is your opinion of the value of this program?

Asked which advertising medium they preferred, 44 dealers replied in favor of radio, 14 for newspapers, and 3 for outdoor.

# Ohio State Replies To Grid Protests

### Explains Football Sponsorship Contract With Ohio Oil Co.

ALTHOUGH the Ohio Oil Co., Columbus, has contracted with Ohio State University's athletic department for the exclusive right to broadcast its eight football games in Ohio, the sponsor and its agency have not only extended permission to WOSU, the state university station, to carry the games but "will consider applications from other stations to carry the games if they take the oil company's broadcasts and bear the additional costs."

This advice comes to BROADCASTING from Herbert Byer, of Byer & Bowman Inc., Columbus agency, in response to an inquiry based on the protest raised by the Scripps-Howard newspapers against the sale of exclusive rights to football games by a state institution. Scripps-Howard recently acquired WFBE, Cincinnati (now WCPO) and wants to carry the games.

#### Commercials Limited

THE Ohio Oil Co. broadcasts will be over WLW, Cincinnati, and it paid the university $6,000 for the exclusive broadcast privilege. Its agency estimates that additional costs for station time, line charges, announcers, etc., will amount to about $11,000, and it is spending $10,000 more for newspaper advertising and other promotion incident to the broadcasts.

"You may be interested in knowing," Mr. Byer stated, "that we plan an absolute minimum of commercial in connection with the broadcasts. There will be a bare mention of the company name and product and a gift of a score chart for a minute or less before the game; about 30 seconds just before the start of the second half; and about 10 seconds at the end of the game. As you can see, there will be no commercial between quarters or at any time during the course of the play."

Although Mr. Byer disclaimed any knowledge of the Scripps-Howard protest, Karl Bickel, heading the newspaper organization's radio activities, revealed that on behalf of the *Cincinnati Post* and other Scripps-Howard newspapers, as well as WFBE, he had protested to Lou Morrill, vice president of Ohio State University, against the sale of exclusive broadcast privileges to any one sponsor in a manner that would exclude other radio stations from carrying the games.

Mr. Bickel took the stand that no state institution should be permitted to debar others from broadcasting its games any more than that it should discriminate between newspapers in the press box, and pointed out that Cincinnati University is following an open-to-all policy. He said he appreciated the fact that a contract was already signed but added that he had received assurances from Mr. Morrell that the university would not sell the games on an exclusive basis after this year.

Questioned by BROADCASTING about the broadcasts, Mr. Morrill replied: "We know of no formal 'Scripps-Howard protest' but have had conferences with Karl Bickel of Scripps-Howard and Continental Radio Co., and with Nelson Poynter, editor and publisher of the Scripps-Howard *Columbus Citizen*, in an endeavor to work out some arrangements whereby the Scripps-Howard station, WCPO (WFBE) might broadcast the games without violation of the university's contract made in good faith with the Ohio Oil Co. last April. Mr. Bickel has represented to us that it is his belief that the University has no ethical or legal right to sell football radio rights exclusively to one sponsor, and he has suggested alternative policies which have sound merit but which the University by reason of its bona fide contract with the Ohio Oil Co. is unable to adopt this year."

### Tires and Radios

KADA, Ada, Okla., places remote equipment on the highway between Ada and Oklahoma City once a week, stopping motorists and asking them if their cars are equipped with radios. The program is sponsored by a tire distributor. Some 81% of those interviewed have their cars radio equipped. "How are your tires?" is one of the questions.

## Plain-Dealer Gets WJAY

ASSIGNMENT of the control of WJAY, Cleveland, to the U. B. Co., controlled by the *Cleveland Plain-Dealer*, which now operates WHK, Cleveland, and WAIU, Columbus, was sought in an application field with the FCC Sept. 17. Simultaneously, the *Plain-Dealer* asked for transfer of control of WHK to the U. B. Co. WJAY, a daytime 500-watt station on 610 kc. is licensed to the Cleveland Radio Broadcasting Corp., control of which is held by Monroe F. and Ruth Rubin. The application seeks transfer of 666 2/3 shares of common stock to the U. B. Co., pursuant to an agreement held by the *Plain-Dealer* for that purpose. The purchase price was not divulged.

## Paul Whiteman Is Signed By John H. Woodbury Co. To Three-year Contract

PAUL WHITEMAN and his entire aggregation have signed a three-year contract, effective Jan. 1, 1936, for broadcasting exclusively under the sponsorship of the John H. Woodbury Co., Cincinnati (soaps), through the agency of Lennen & Mitchell Inc., New York. The agreement is so framed that either the agency or the sponsor would continue the contract if either one should drop out.

The Woodbury company formerly sponsored Bing Crosby on CBS, and it is by a coincidence that it has now signed Whiteman while Crosby has been engaged to succeed the king of jazz on the Kraft-Phenix program (NBC-WEAF, Thursdays, 10-11 p. m. EST). Crosby's booking for this spot becomes effective early in December.

Time has not yet been cleared for the Woodbury program, but negotiations are taking place with NBC for a full hour on a coast-to-coast hook-up. The Whiteman band and soloists will be augmented for these shows with other stars to be signed later or developed by Whiteman personally. He will be permitted to produce a show according to his own ideas. The three-year contract is said to involve total expenditure of more than a million dollars.

## *FCC RULING BALKS BUICK DISC SPOTS*

PLANS of the Buick Motor Co. to run an extensive schedule of 15-second transcribed spots for station breaks probably will be altered or dropped because of a ruling by the FCC that the spots would have to be announced as "electrical transcriptions" before rendition.

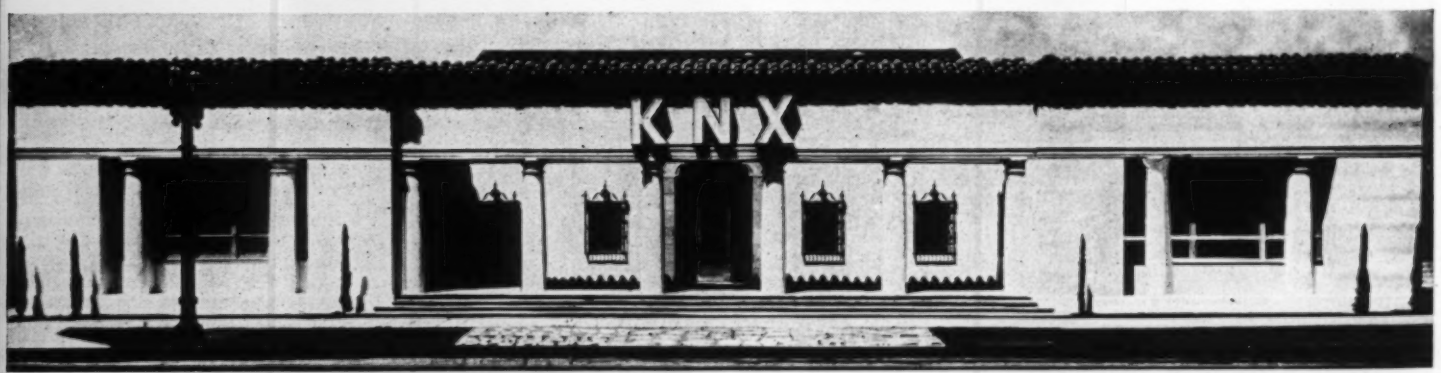
The question of announcement was raised by James W. Baldwin, NAB managing director in a letter to the FCC, sent on behalf of Edward Petry & Co., station representatives. Mr. Baldwin wrote that the continuity proposed, which would consume only 15 seconds without music would be as follows:

**"Horn: (Sound of automobile horn)**
**"Flash! Here's the big automobile news for 1936! Buick's the buy!**
**"Horn: (Sound of automobile horn)**

On Sept. 20, Chairman E. O. Sykes of the Broadcast Division replied to Mr. Baldwin that Rule 176 requires that a mechanical reproduction shall be announced as such immediately preceding the use thereof, "unless its use is merely incidental as in the case when such electrical transcribed material constitutes an identification of a program or used for background purposes. If in fact the proposed electrically transcribed material is not merely incidental to the main program, it must be announced in conformity with the rule."

## Dodge Grid Sponsorship

ALTHOUGH it will carry no sponsorships of collegiate football games, WGN, Chicago, for the third successive season has signed with the Dodge Dealers Assn. Inc., of Chicago, for sponsorship of eight Sunday afternoon professional grid games starting Oct. 13. Following the football series, the same sponsor will launch a new series of *Gloom Dodger* programs such as it sponsored during the spring and summer for 90 minutes Sunday mornings over WBBM, Chicago. Ruthrauff & Ryan Inc., Chicago, handles the account.




**MISSION MOTIF—Elaborate new quarters of KNX, Hollywood, opened in September at 5939 Sunset Blvd., involved construction costs in excess of $250,000. Modernistic color treatment in the six studios is combined with utility in the six floating studios. Studio A, the major unit, is 30 x 60 feet. The new $35,000 Morton organ is in Studio B. Double-doored vestibule approaches prevent sound leakage. Broadcasting equipment is RCA, including speech input apparatus and ribbon pedestal microphones. Programs may be monitored from individual control rooms adjoining each studio, with all monitor rooms visible from the central control panel. Conceivers and executors of the new plant were Guy C. Earl Jr., chief executive of Western Broadcast Co., and Naylor Rogers, general manager. An audition and map room depicts the KNX coverage area, frosted panes showing the coverage when illuminated. A concealed speaker also permits audible presentation of the KNX story to prospective sponsors.**

# Broadcasts Made Sanders What It Is Today

By EDWARD J. SANDERS
President, Sanders Clothing Co., Milwaukee

## Big Clothing Store, From Humble Start, Grows and Grows, With Radio Merchandising Receiving All the Credit

**HAD YOU GONE into the tiny room that housed Sanders store back in 1931 shortly after it entered the Milwaukee retail scene, you might have bought a cheap, flashy suit from humble racks. Let history skip a few years, and you find a big, up-to-the-minute establishment with a sign six stories high and an electric canopy describing the extensive radio merchandising that the store promotes. It's a miracle in merchandising, and Mr. Sanders knows the whole story, because he created the situation, drafted the plot, and acted the parts.**

THE ever-increasing volume of radio advertising attests the value of this medium as a business builder, but in our case advertising over WTMJ, Milwaukee, not only increased our sales volume tremendously but was also responsible for a complete revamping of our merchandising methods and of the store itself. The Sanders Clothing Co. of today can hardly be recognized as the same store which started in business in August, 1931.

Our first contract with WTMJ called for only one 50-word announcement daily on the noon program of *Heinie and His Grenadiers* at a net cost to us of only $3.50 per broadcast. This schedule started on May 19, 1933. At that time the interior of our store did not present a very beautiful picture, inasmuch as all of the limited stock was racked on poles which were held in suspension by very crude stands.

### Quick Results

THE exterior of the store was without any identifying sign other than a painted board across the front and only one large window existed, which was very poorly lighted and trimmed. The only entrance to the store was at the side. The type of buyer who frequented our store could be classed in the language of the day as the "sheik" type. The stock of merchandise carried in our store was consequently a cheap but sporty class of clothing designed to satisfy that type of customer.

The first small schedule of announcements on WTMJ began to produce business quickly. It was not long before clothing buyers began to enter the store with the typical expression of "Heinie sent me", referring of course to the German character who conducted the program on which our announcements were broadcast.

In the fall of 1933 we added a 10 weeks' schedule of announcements on a special Friday night broadcast, entitled *Campus Revue*. About Jan. 1, 1934, announcements on the evening *Heinie* broadcast were added to our schedule together with announcements on the early morning *Sun Dial* program over WTMJ.

During the latter part of 1933 but more particularly in the spring of 1934, the increase in business which we could credit to our radio effort was very noticeable, both in volume and particularly in the class of clientele developed. More stable, sound and conservative buyers supplanted the original type and the merchandise we were forced to purchase to meet this new class of trade was of a better quality and more conservative than in the past.

The interior of the store changed gradually from that time to the present. The stock is now kept within especially constructed showcases, the entire store having been remodeled and redecorated. More recently the only modern daylight lighting system in any Milwaukee retail store was installed throughout our establishments. This system eliminates the old manner of determining color by walking to the store doors to see by natural light.

Exterior improvements of the store consist of a change to modern windows, center entrance and modern sign. The original painted board outdoor sign was replaced with what was considered to be a satisfactory identifying electrical sign, but this has just recently been replaced in turn by a large sign rising six stories in height above the canopy which covers the main entrance. This canopy was constructed especially with a view to promoting our radio broadcasts (See accompanying photograph). Provision is made on the three sides of this canopy for a complete listing of all of our programs over WTMJ.

Before we began using radio our business was purely local in character. Today more than 40% of our total volume of sales is made to persons outside the immediate Milwaukee trading territory. People have come to our store from all points in Wisconsin and from neighboring states. Not a day passes without some interesting circumstance which shows how widely our air message is spread. Many unusual and profitable sales have been made in the most unexpected quarters. For instance, the sheriff of La Crosse county, more than 200 miles distant, came to Milwaukee on an overnight train, telephoned the store from the railway depot to get his bearings, and purchased five garments, the sale of which he was insistent should be credited to a WTMJ radio character.

Numerous persons from the northern peninsula of Michigan buy suits, overcoats and topcoats for the entire male members of their families, coming to Milwaukee en masse for this purpose. In all instances these folk seem to feel quite at home in our store. Our name and the story of our store coming into their homes day after day over a long period of time has evidently made them feel that they already know us.

### And They Buy Clothes

IN MANY cases out-of-town visitors have found their way to WTMJ's studios with a desire to view one of the broadcasts over which they hear our messages. Recently two individuals from Oklahoma, who claimed to be regular listeners, made a business trip to Wisconsin. As they were within driving distance of Milwaukee, they came here and their visit resulted in the sale of four suits. It is a common happening for people from Chicago to buy their clothes at Sanders, as we find that many folks in that city hear our programs regularly.

Another interesting phase of our radio experience is the increase in the number of women visiting our store. In the old days our men customers, for the most part, came in to shop alone. In an attempt to correct this situation we sponsored a special series of programs over WTMJ in the year 1934 — these programs designed to appeal particularly to women. As a result of this series, as well as our other broadcasting, we now find that eight out of every 10 men who come into our store are accompanied by women members of their family. To make the most of this changing situation it was necessary to give our salesmen special training in the best methods of selling the weaker sex the merit of our merchandise.

As our business steadily increased, and as the physical layout of the store and the quality of the merchandise was being improved, we made consistent surveys of our daily sales to determine the influences which brought customers to our store. In only a very few instances did we find anyone who mentioned any other medium than WTMJ. Consequently more and more time was enlisted on this station. We eliminated entirely many of the small mediums which we had previously employed, concentrating practically our entire advertising appropriation in the purchase of station time and talent. Today we are the leading retail radio account in Milwaukee by a large margin. We have announcements daily on both the programs of *Heine and His Grenadiers* and the cost is considerably greater than the small original contract which we first signed back in 1933.

We continue with our an-

(*Continued on page 52*)

**SIX STORIES HIGH—Towering far above the sidewalks, Sanders, in Milwaukee, an electric sign identifies the store. At its base is this canopy which merchandises the store's radio programs on WTMJ.**



XUM

# Broadcasting Comes to the Campus

## Realizing Need of Training in Newest of Industries, Many Colleges Now Are Providing Instruction in Radio

By RICHARD A. COBB

**THE CAMPUS is coming into the radio fold. More and more colleges are providing courses in the various phases of broadcasting and broadcast advertising. Here Mr. Ross discusses data obtained from questionnaires sent to colleges and from a survey made by Cline M. Koon, radio specialist of the U. S. Office of Education. Among colleges giving radio courses, exclusive of art, musical and junior colleges, are University of Southern California, University of Denver, Oglethorpe University, Northwestern, Iowa State, Drake, Kansas State, Boston University, Michigan, Syracuse, New York University, Rochester, Akron, Western Reserve.**

RADIO as an industry is so new that, until recently, it had not seemed necessary to try to train young men and women for positions in this newest and biggest branch of advertising. But overnight radio has become a business that requires thousands of trained men and women to keep the machinery behind the microphone moving day and night.

Formerly a few adventurers came out of college and landed a job with a radio station just for the thrill of "being on the air". Some of them liked radio, learned the business, and now hold responsible positions. Since there now is little time for radio executives to "break-in" newcomers, they must come prepared to battle with important problems and decisions from the very first.

### What They Are Doing

ALTHOUGH colleges and universities are now recessed for the summer except where summer school is maintained, it is interesting to note what they are doing to help their students prepare for this $100,000,000 a year business.

Oglethorpe University, Atlanta, has established a School of Radio Broadcasting and grants a degree to students who complete the course. The University of Denver gives six evening courses in radio writing and production. Western Reserve, Cleveland, offers three courses: radio announcing and acting, radio writing, and play production.

Northwestern, School of Commerce (evening division) Chicago, offers four courses in radio advertising. A course in writing for radio was inaugurated at Northwestern three years ago, but the courses have been revised to provide a background in fundamentals before offering more complex instruction.

Prof. Lloyd Herrold of the department of advertising at Northwestern said: "I certainly feel that cooperation with radio stations is necessary for a college course in radio advertising. We find it very helpful to students to call on various radio men for a lecture during the first course."

Boston University, College of Business Administration, had two courses in radio advertising which were given in the evening division by Ralph Rogers of Radio Writers Inc. They were the general course, radio advertising, and radio program production. Mr. Rogers expressed the opinion that college courses in radio advertising are of practical value in that they give a student a wedge into an advertising agency. This is especially true in the cities outside New York, Chicago and Hollywood, where local programs must have plenty of showmanship to compete with network shows opposite them.

At the School of Commerce of New York University a single course titled Radio Advertising has been given for the last three years, and has proved popular. Hugh E. Agnew, chairman of the Department of Marketing at New York University, said: "College courses in radio advertising should be designed *basically* to give the student enough practical information to enable him to follow this work with a broadcasting company, advertising agency, etc., in a minor capacity to start. I feel that radio is a very popular subject and it is possible that there should be a general course for those advertising and business students who merely want to round out their marketing education."

At Wharton School, University of Pennsylvania, radio advertising is discussed as part of the general advertising course. Dr. Herman S. Hettinger, author of *A Decade of Radio Advertising*, and an executive in the National Association of Broadcasters, expressed the opinion that there is room for one single-term, three-hour course in radio advertising at the University of Pennsylvania. In answer to the question "Are courses in radio and a college education sufficient background for entrance into active broadcasting?", Dr. Hettinger replied: "No. Experience is needed. It is necessary to learn the application of theoretical training by actually doing."

Kansas State College of Agriculture and Applied Science at Manhattan, Kan., offered three courses in the general field of radio in the Department of Public Speaking: Radio speaking and announcing, the radio program, and program participation. Prof. H. B. Summers of the Department of Public Speaking at Kansas State has this to say about college courses in radio broadcasting:

"The most practical feature of our courses as they now stand is the presentation over the college radio station, KSAC, of seven student programs each week; prepared, directed and presented entirely by students. Five of these programs are of the informative type, each covering current news and timely discussions in some given field, such as national affairs, news of the colleges, etc. On each, from four to six students are used; one presenting a review of the news of the week, with comments; a second (usually) presenting a feature-type talk, stressing novelty, humor or human-interest elements; and others presenting either more serious talks, or using dialogue, dramatic, interview or forum methods of presenting information.

### Dominated by Students

"THE SIXTH program includes ten minutes of music, and a 20-minute period modeled after the *March of Time* broadcasts, but taking up high lights in historical events which occured during the corresponding seven days. The seventh program includes 20 minutes of music, and a ten-minute dramatic presentation, with scenes laid in college settings.

"All of these programs are student planned and student directed. Continuities for all programs are prepared entirely by students. And only students take part in the programs themselves, as directors, continuity writers, speakers, musicians, or actors. Probably from the standpoint of actual student participation, our courses here go about as far as do any offered in any college in the country — at least, as far as I have been able to discover."

Thus we see that many colleges are aware of the newest trend in advertising — to the air — and are doing their part to help undergraduates, as well as business and professional men and women to become more familiar with a business that interests and influences everyone within earshot of a loudspeaker.

Radio stations are cooperating with the colleges, realizing that education must come first, but that experience has the edge on education in this fast-moving business. In the not too distant future, the roster of radio executives will contain the names of many college students who have worked their way to the top.

## TEACHING RADIO AT MICHIGAN

### Six Courses in Technique of Broadcasting Offered With Practical Aspects Emphasized

By PROF. WALDO M. ABBOTT
Director of Broadcasting
University of Michigan

LAST fall, the University of Michigan inaugurated six courses in broadcasting technique. The close of the 1934-35 college year provided the initial opportunity for a review of the courses and their apparent effectiveness, both in training future graduates for practical work in the studio and in training teachers to receive the greatest advantage from educational radio programs heard in their classrooms.

Outstanding among the many features of these college classes is the fact that they have successfully combined the practical with the theoretical and have offered students training which will be invaluable to them in work with commercial stations while also giving them a knowledge of the shortcomings and faults of radio broadcasting of today.

### Actual Experience

ON THE practical side, students enrolled in the courses took part in programs broadcast by the University over WJR, Detroit. They presented, in answer to the requirements for a mid-term examination, a full morning's broadcast over the studio's public address system. In this instance they served as station managers and announcers, artists, continuity writers, and, in short, in every other capacity required of a station worker with the exception of advertising solicitation.

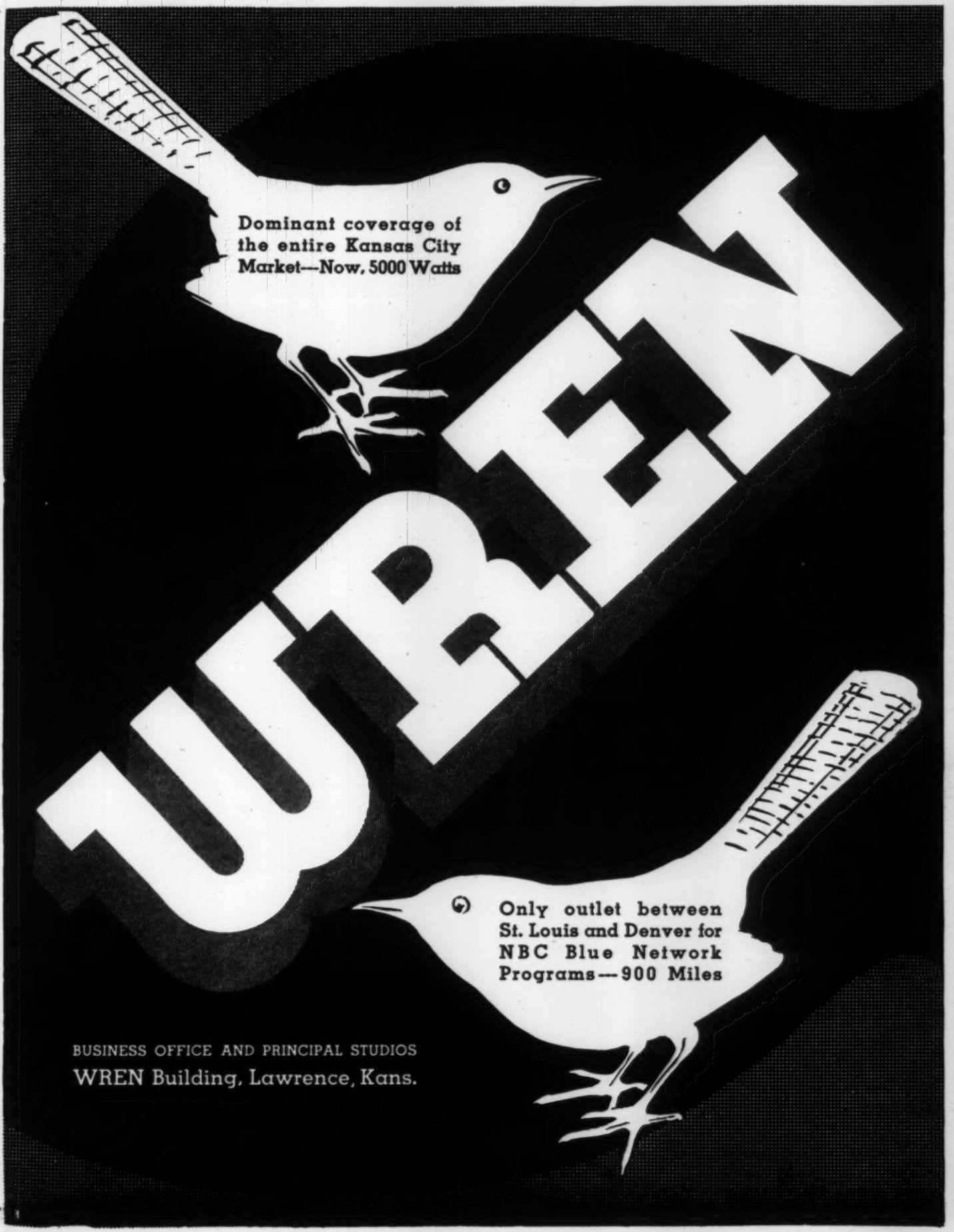
Movies to give students a picture of tennis matches, ball games, and other sports events to be described over the studio public address system. The movies were projected on a small screen in front of the announcer and were then described as though they were actually taking place at the time. In this manner students were given practice with so-called "running accounts" over the radio.

Another feature of the work in radio technique was the inclusion of short discussions on various phases of the work by experienced broadcasters from WJR. After being interviewed on the air for 15 minutes on some phase of radio endeavor, these speakers conducted discussions by the class. Among speakers were: Leo Fitzpatrick, vice-president and general manager of WJR; Ty Tyson, sports announcer for WWJ; Lewis Allen Weisse, assistant general manager of WJR; Brace Beemar, general manager of WXYZ, and others.

Actual programs have been broadcast from the University campus since 1923, when they were first sent out over a student-constructed, 200-watt station, WCBC. Since 1925 programs have been broadcast annually over WJR.

Until last year, however, these programs were of four types: Parent education programs, music instruction classes, school programs,

(*Continued on page 43*)


Dominant coverage of the entire Kansas City Market—Now, 5000 Watts
WREN
Only outlet between St. Louis and Denver for NBC Blue Network Programs—900 Miles
BUSINESS OFFICE AND PRINCIPAL STUDIOS
WREN Building, Lawrence, Kans.

# Summer Slump Is Overcome; Record Winter Now Foreseen

## August Advertising Volume Only 3.5% Below July And 48.6% in Excess of Figure a Year Ago

THE FIRST definite break in the traditional summer decline in broadcast advertising and the promise of a banner winter were indicated in the August broadcast advertising figures released Sept. 25 by the NAB.

August radio advertising volume totaled $5,637,490. Whereas in 1933 the July-August decline in broadcast advertising was 5.9%, and 10.2% in 1934, revenues for August of the current year were but 3.5% below the preceding month's level.

More significant is the fact that an actual increase was recorded in one portion of the medium. National non-network advertising rose 3.8% in August as compared with July volume. This is probably the first time in the history of the medium that an upward trend has been experienced at this time of the year.

Increased national non-network business during the month, combined with a rise in general non-network volume on clear channel and regional stations, seems to indicate an attempt on the part of national advertisers to secure preferred spots on individual stations in anticipation of a growing fall and winter volume of national network and non-network business.

### Far Above 1934 Level

BROADCAST advertising volume in August showed more pronounced increases over the corresponding period of previous years than has any month of the current year. Total broadcast advertising was 48.6% greater than during the same month of 1934, and exceeded August 1933 by 52.5%

National non-network advertising showed the greatest gains, exceeding the previous August's level by 128.2%. National network volume was 30.7% above August 1934 and more than half again as much as in 1933. Regional network volume was double that of last year. Local broadcast advertising exceeded last year's figure for the corresponding month by 22%.

Radio advertising volume for the first eight months of the current year points to the very great possibility that the total business for the year will approximate or possibly exceed the $90,000,000. Previous estimates had placed the figure at a slightly lower level, but with the strong August showing and reported business, a larger total volume is envisioned.

Gross time sales for the first eight months of the current year have been equal to the estimated total of the medium for the entire year of 1933, and exceed those of the corresponding period of 1934 by 21.6%.

Radio broadcast advertising volume in August is found in the following table:

| | *July* | *Aug.* | *Cumulative Jan.-Aug.* |
|---|---|---|---|
| National networks | $3,175,042 | $2,939,097 | $32,234,549 |
| Regional networks | 92,102 | 82,993 | 640,994 |
| National non-network | 1,297,065 | 1,347,440 | 11,235,558 |
| Local | 1,283,795 | 1,267,960 | 12,450,365 |
| *Total* | $5,848,004 | $5,637,490 | $56,561,466 |

General non-network advertising rose 1.3% during the month and was 59.6% above the corresponding month of 1934. Gains occurred on clear channel and regional stations, local volume dropping 13% as compared with July. Local station advertising remained 22.4% above the level of the same month of 1934 and was 78.5% greater than in August of the previous year.

Particularly interesting trends are revealed by an examination of types of rendition used by advertisers during the current August as compared with the corresponding month of the two preceding years.

In the national field, transcription volume has begun to show seemingly important gains following an uncertain course for a period of months. August national transcription business exceeded that of 1934 by 165.5%, and was 137.0% above the 1933 level.

National live talent volume continued its strong showing. Non-network advertising of this type showed a gain of 176% as compared to last August and exceeded the level of the corresponding month of 1933 by more than three times. On the other hand, national announcement volume gained but 3.8% as compared to August of last year, and was 2.4% greater than during the corresponding month of 1933.

Local transcription volume also showed strength, registering a gain of 33.7% over August of last year, and 68.3% over the same month of 1933. Live talent business fared less well, gaining but 10.2% as compared to 1934 and showing a decline of 8.1% as against August 1933. Announcement volume showed an increase of 28.7% as against last August.

Taken as a whole, and in spite of the local live talent lag, rendition trends seem to promise more profitable and effective broadcast advertising and correspondingly improved listener service during the coming season.

In the field of sponsorship, August gains were restricted almost exclusively to the national non-network field, in which the principal increases occurred in automotive, tobacco, soap and kitchen supply and food advertising. Gains were fairly general as compared to the preceding year. Retail store advertising volume was particularly encouraging, increasing 1.8% over the July level, and showing a gain of 55.9% as against last August. Department store volume was 58.6% greater than during August of last year.

### A General Increase

A COMPARISON of the radio advertising expenditures of various groups of advertisers during the current August and August, 1933, probably the low point of radio advertising during the depression, reveals interesting trends.

In the national network field general gains have been experienced, the heaviest ones occuring with regard to convenience goods. Accessories, food, soaps and kitchen supplies have been among the field showing the greatest and most consistent gains. Confectionery advertising and household equipment advertising have begun to make a strong showing following declines in 1934. Tobacco advertising regained its 1933 level. On the other hand losses were experienced in automotive, beverage and financial advertising when compared to 1933. Automotive network advertising however, was 33.5% greater than during the corresponding month of last year.

In the national non-network field marked gains have occurred in automotive, food, drug, beverage, household equipment, soap and kitchen supply and tobacco advertising. In many of these fields current August volume exceeded that of the same month of 1933 by more than three times. Tobacco advertising increased from $1,295 in August 1933 to $50,300 during the same month of the current year. National non-network cosmetic advertising, on the other hand, decreased more than two-thirds from its August 1933 level.

Few changes of importance have occurred in the local field during the past two years. Following a decided upswing in the summer of 1933, due seemingly to New Deal and NRA optimism, local broadcast advertising followed an uncertain course for some months, reflecting the uncertain retail conditions of a considerable portion of 1934. Since then marked gains have occurred however.

Principal local gains have been in the clothing and apparel field, in housefurnishing advertising, beverage and automotive advertising.

# Network Income for 8 Months of 1935 Almost Equals Total for All of Last Year

THE LARGEST monthly gain recorded by any of the major networks in the total dollar volume of business was achieved by CBS in August, when it grossed $879,019, an increase of 71.2% over the previous year's figure for the same month, and the largest August income on record. The NBC-WJZ blue network hung up a record increase of 55%, with a gross of $756,797.

For the first eight months of the year, CBS has now a cumulative total income of $12,463,371, 22.1% better than last year, and the combined NBC networks (including the Pacific coast) have $20,667,094, which is 16.5% better.

The first eight months, with a network income of slightly more than $35,000,000, came within striking distance of the complete total for 1934, which was a little over $36,000,000, and of course the latter figure will be easily surpassed when the figures for September, completing the first three-quarters of the year, have been computed.

Detailed analysis of the CBS business for September on an hourly basis (dollar figures are not yet available) shows an improvement of 45.9% over September, 1934. Daytime hours (from 9 a. m. to 6 p. m.) were 13.1% sold in 1934, and 25% sold last month; the percentages for evening time (to 11 p. m.) were 47.9 and 59.3. On the day's total, 1934 showed 25.5% sold, and 1935 registered 37.2%. The gain of 11.7% constitutes 45.9% of the 1934 figure.

## Networks' Gross Monthly Time Sales

### NBC-WEAF (Red)

| | *1935* | *% Gain Over 1934* | *1934* | *1933* | *1932* |
|---|---|---|---|---|---|
| January | $1,729,137 | 32.0 | $1,309,662 | $1,031,373 | $1,421,034 |
| February | 1,620,977 | 33.3 | 1,215,998 | 908,531 | 1,379,120 |
| March | 1,802,741 | 31.1 | 1,374,910 | 1,028,935 | 1,484,906 |
| April | 1,656,283 | 22.2 | 1,355,587 | 809,508 | 1,297,903 |
| May | 1,614,969 | 12.0 | 1,441,900 | 816,665 | 1,150,152 |
| June | 1,464,124 | 15.1 | 1,272,480 | 824,155 | 979,262 |
| July | 1,360,833 | 12.3 | 1,212,163 | 759,155 | 933,295 |
| August | 1,214,307 | 4.5 | 1,161,581 | 869,054 | 911,950 |
| Total | $12,463,371 | 20.5 | $10,344,281 | $7,047,376 | $9,557,622 |

### CBS

| | | | | | |
|---|---|---|---|---|---|
| January | $1,768,949 | 25.8 | $1,405,948 | $941,465 | $1,348,842 |
| February | 1,654,461 | 19.2 | 1,387,823 | 884,977 | 1,319,414 |
| March | 1,829,553 | 20.0 | 1,524,904 | 1,016,102 | 1,436,050 |
| April | 1,615,389 | 17.8 | 1,371,601 | 775,487 | 1,354,592 |
| May | 1,287,455 | 2.5 | 1,255,887 | 624,256 | 1,326,994 |
| June | 1,066,729 | 15.2 | 925,939 | 553,056 | 915,830 |
| July | 910,470 | 44.5 | 630,290 | 445,414 | 591,183 |
| August | 879,019 | 71.2 | 513,315 | 499,638 | 540,342 |
| Total | $11,012,025 | 22.1 | $9,015,707 | $5,740,395 | $8,833,247 |

### NBC-WJZ (Blue)

| | | | | | |
|---|---|---|---|---|---|
| January | $1,093,749 | 10.6 | $988,503 | $752,052 | $1,068,868 |
| February | 1,072,136 | 18.7 | 902,866 | 744,209 | 1,054,490 |
| March | 1,156,032 | 12.4 | 1,028,552 | 859,572 | 1,228,844 |
| April | 975,970 | 5.6 | 924,623 | 783,898 | 1,227,530 |
| May | 1,007,931 | 8.7 | 926,880 | 761,231 | 1,041,195 |
| June | 863,511 | 5.1 | 821,607 | 609,830 | 1,002,039 |
| July | 795,525 | 38.0 | 576,429 | 539,662 | 810,948 |
| August | 756,797 | 55.0 | 488,202 | 459,413 | 756,873 |
| Total | $7,721,651 | 16.0 | $6,657,662 | $5,509,867 | $8,190,787 |

## Shampoo Test in West

SUSTANCE "S" PRODUCTS Inc., San Francisco (Salakuta shampoo) is using one minute daily announcements, six weekly, on both KFRC and KJBS, San Francisco, in a four-weeks test campaign. Dake Advertising Agency Inc., San Francisco, is the agency.

# KRLD

## • DALLAS •

*Announces the appointment of*

## PAUL H. RAYMER COMPANY

NEW YORK • CHICAGO • SAN FRANCISCO

As National Representatives

## Get complete Information on Columbia's Only Outlet in the Rich DALLAS-FT. WORTH Market and How to Reach these Half Million Listeners at Lower Cost!

Blanket the Dallas-Fort Worth market and you have access to 43.4% of all Texas radios. This U. S. Government figure indicates the importance of KRLD in reaching the Southwest's richest market at *lowest cost*. With KRLD you pay only for coverage where Texas' largest population and greatest per capita wealth is concentrated. KRLD, with 10,000 watts—both daytime and evening—is Columbia's largest, and oldest, outlet in Texas. An audience of 838,760 daytime and 612,256 nighttime (recent CBS survey figures) is available at surprisingly low cost. Write for details. It's worth your time to get the facts.

# KRLD—DALLAS

STUDIOS IN THE ADOLPHUS HOTEL • DALLAS, TEXAS

**OWNED AND OPERATED BY THE DALLAS TIMES-HERALD**

# Kenyon&Eckhardt Names Peter Dixon

### Will Head Radio Department; Lehn & Fink to Use Spots

Mr. Dixon

EXPANSION of the radio activities of Kenyon & Eckhardt Inc., New York, was revealed with the naming Sept. 23 of Peter Dixon, well known radio program producer and writer, as that agency's radio director. Working with Robert Leavitt, account representative, Mr. Dixon will handle the account of Lehn & Fink, New York (Hinds Honey and Almond Cream), among others, including not only a network show starting on CBS Oct. 6 but a 20-station spot campaign to start the week of Nov. 4.

Mr. Dixon for several years had headed his own program producing organization, Peter Dixon & Associates, which will be continued under the direction of Aline Berry (Mrs. Dixon), who was the feminine lead with him in their first script show *Raising Junior*, formerly carried on NBC for Wheatena. Mr. Dixon will drop his well-known newspaper column "Inside the Studios".

Another addition to the firm of Kenyon & Eckhardt during the last fortnight was William P. Gaines, formerly with the Associated Press and with New York newspapers, to become director of publicity.

#### Hinds Spot Campaign

IN ITS SPOT campaign, Hinds intends to sponsor selected local programs in the various cities. The first and only program signed to date is the *Life of Mary Sothern*, over WLW, Cincinnati.

The Hinds network show will begin Oct. 6, 8:30-9 p. m., to be preceded for a half hour by the Eddie Cantor show also sponsored by Lehn & Fink but for another product—Pebeco toothpaste. The Eddie Cantor show is handled by Lennen & Mitchell, this sponsor following the policy of splitting its account. The Kenyon & Eckhardt show will use Leslie Howard, British actor, in a dramatic series.

Another client of Kenyon & Eckhardt is Piel Bros., Brooklyn (Piel's beer), currently using one to five-minute spots in nine Southern cities to announce its new "stub" bottles of beer in competition with canned beer. Two to eight spots are used daily over WBT, Charlotte; WMBG, Richmond; WMMN, Fairmont, W. Va.; WMFD, Wilmington, N. C.; WTOC, Savannah; WFBC, Greenville, S. C.; WCSC, Charleston; WIS, Columbia, S. C.

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GUGLIELMO MARCONI, the wireless inventor, has announced his intention of joining the Italian forces in Ethiopia as communications expert following his return from Brazil where he went to attend the opening of a new station at Santos.

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RADIO WRITERS LABORATORY, offering a script service to stations and advertising agencies, has been formed with headquarters at 53 N. Duke St., Lancaster, Pa. M. S. Miller is the director.

## FROM THE SEAS
### Indiana S-O to Put Orchestra On Air Enroute

A NOVEL wrinkle in commercial programs will be introduced over CBS Oct. 13 when, on behalf of its sponsor, Standard Oil Co. of Indiana, it carries the first of a series of broadcasts by Jack Hylton and his orchestra from London and then follows this by broadcasting the band from aboard the *Normandie* Oct. 15 while en route to America. To facilitate the handling of the relays, CBS on Sept. 26 sent Lester Bowman, chief engineer of its WJSV, Washington, to London to collaborate with the BBC in the first transmission and with the *Normandie* wireless men in the second.

After the band arrives, it will proceed to Chicago whence it will broadcast a weekly program, Sundays 10:30-11 p. m. (EST), over a 19-station hookup of CBS Middle Western outlets. The Hylton band is one of the most popular in England, and is planning to tour this country. McCann-Erickson Inc., handles the account. Engineer Bowman was one of the CBS technicians who went abroad last summer to handle the relays from the maiden trip of the *Normandie*.

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# Radio Gaining in Power To Sell Goods to Women, Mr. Bijur Tells Ad Club

Mr. Bijur

WITH the rapid increase in the number of sponsored programs aimed at the feminine audience, radio has achieved many outstanding sales successes, George Bijur, CBS sales promotion director, told the Advertising Women of New York Sept. 24.

Among these he cited the Lady Esther cosmetics series on both CBS and NBC, using Wayne King's orchestra. "Without salesmen, demonstrators or discounts," Mr. Bijur said, "their sales increased until, from fifteenth place among popular brands of face powder in 1932, Lady Esther had risen to first place in 1934. Lady Esther concentrated 96% of their advertising appropriation in radio broadcasts."

Another success story he mentioned was Campbell Soup's radio campaign. All of which goes to prove that woman's place is in the home, where she listens to an average of four hours and a half daily to radio programs, as well as in professional life, he added, explaining how there now are four times as many sponsored daytime programs as was the case five years ago.

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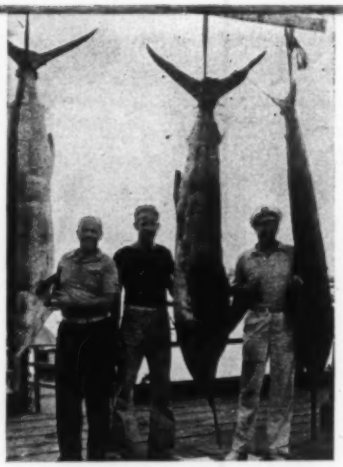
## KFRU Changes Hands

RECONSIDERING its action of the preceding week setting the application for hearing, the Broadcast Division of the FCC on Sept. 24 granted the application of KFRU Inc., operating KFRU, Columbia, Mo., for transfer of control from Nelson R. Darragh, of St. Louis, to Luther L. Hill, of Des Moines.



**WHOPPERS — These three marlin swordfish were caught on Freeman Lang's yacht "Content" recently, weighing 220, 212 and 182 lbs. respectively. Left to right: Freeman Lang, Los Angeles transcription producer; Paul Grade; C. Ellsworth (Dick) Wylie, general manager, Don Lee System.**

# *ELLIOTT ROOSEVELT SBS VICE PRESIDENT*

Mr. Roosevelt

ELLIOTT ROOSEVELT, 27-year-old son of the President, has taken up his new duties as president of the Southwest Broadcasting Co., in charge of sales promotion, Lee Armer, president of the network, announced Sept. 26 while in Washington. Mr. Roosevelt left his post as an executive of the Aeronautical Chamber of Commerce to accept the new assignment and will headquarter in Fort Worth. During the week of Sept. 24, Mr. Roosevelt visited New York agencies on behalf of the Southwest organization.

Simultaneously, Mr. Armer announced that Humboldt Greig, commercial manager of the network, had been transferred to Dallas as manager of its new office in the Adolphus Hotel. He also will continue as commercial supervisor of the network.

The Southwest network is now represented nationally by Free, Johns & Field, having terminated its association with John Blair & Co. on Sept. 21. F. J. & S. will represent both the network and the five Southwest-owned stations —KTAT, KOMA, KTSA, WACO and KNOW.

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## Larson Named as Rep

G. B. LARSON, radio director of The Joseph Katz Co., advertising agency of New York and Baltimore, has been named American resident manager of Radiodiffusion Europeenne, a European chain of commercial broadcasting stations, according to an announcement Sept. 23. He will continue, however, as the Katz radio director in New York. Mr. Larson succeeds Wendell Snow Gibbs, American representative of the European group, who has been transferred to the London office. American headquarters are at 30 Rockefeller Plaza, New York.

# 15 Sponsors Signed By Texas Quality

SHORTLY after celebrating its first anniversary with a special program Sept. 11, the Texas Quality Network signed its fifteenth account—Humble Oil Co., Houston, which on Sept. 18 purchased 12 weekly quarter-hour programs and undertook the sponsorship of 10 Southwest football games. Franke-Wilkinson-Schwietz Inc., Houston, placed the account on the regional network which includes WFAA-WBAP, Dallas-Fort Worth; WOAI, San Antonio, and KPRC, Houston.

The anniversary program was dedicated to the sponsors of the 39 weekly programs carried on the network, with the names of each of the TQN sponsors woven into the continuity. In addition to the Humble account, 11½ hours of sponsored programs are carried weekly on the hookup and two sustainings, the Sunday morning *Texas Farm and Home Hour* and the Wednesday night variety show titled *The Passing Show*.

The network's accounts and their agencies are:

Gebhart Chili Products Co., San Antonio, *Club Aguila* and *From the Patio*, through Tracy-Locke-Dawson Inc. from WOAI.

Bewley Mills Co., Fort Worth, *Chuck Wagon Gang*, direct, from WBAP.

Crazy Water Mineral Co., Mineral Wells, Tex., *Jack Amlung's Orchestra*, through Carpenter-Rogers Co., from WBAP.

Burrus Mill & Elevator Co., Fort Worth, *Lightcrust Doughboys*, through Lone Star Adv. Agency, from WBAP.

Wm. Cameron & Co., Waco, *Ideal Waltztime*, through Erle Racey Adv. Agency, from WFAA.

Fant Milling Co., Sherman, Tex., *Gladiola Gloom Chasers*, through Crook Adv. Agency, Dallas, from WFAA.

Employers Casualty Co., Dallas, *Texas Artists' Series*, through Ira E. DeJernette, from WFAA.

Lumbermen's Assn. of Texas, Houston, *Friendly Builders*, through Erle Racey Adv. Agency, from WFAA.

Morten Milling Co., Dallas, *LaFrance Family Party*, through Erle Racey Adv. Agency, from WFAA.

Dr. Pepper Co., Waco, *Pepper-Uppers*, through Tracey-Locke-Dawson Inc., from WFAA.

Southwestern Ice Mfrs. Assn., Dallas, *Ice Parade*, through Carpenter-Rogers Co., from WFAA.

Kellogg Co., Battle Creek, Mich., *Riding With the Texas Rangers*, through N. W. Ayer & Son Inc., from WFAA.

Southwestern Greyhound Bus Lines, Fort Worth, *Greyhound Traveler*, through Beaumont & Hohman, from WFAA.

W. Lee O'Daniels Co., Fort Worth, *Hillbillies*, through Adv. Business Co., from WBAP.

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## New California Outlet

KDON, new 100-watt station at Del Monte, Cal., on 1210 kc., with transmitter at Monterey, Cal., was formally dedicated Oct. 1 in a special series of broadcasts with Monterey peninsula officials and civic organizations participating. Studios are located in the Del Monte Hotel. Richard Field Lewis, Jr., well known California radio technician, and Allan Griffin, publisher of the *Monterey* (Cal.) *Peninsula Herald*, are the owners and operators. The Walter Biddick Co. are exclusive representatives.

# BROADCASTING
combined with
Broadcast Advertising

# QUESTIONNAIRES

*for data for the*

# 1936 YEAR BOOK

*now in the mails*

*The cooperation of*

ADVERTISING AGENCIES
RADIO ADVERTISERS
PROGRAM PRODUCERS
BROADCASTING STATIONS
EQUIPMENT MANUFACTURERS
TRANSCRIPTION PRODUCERS
NATIONAL AND REGIONAL NETWORKS

. . . in replying promptly to our questionnaires (now being mailed by the thousands) will be deeply appreciated by the editors of this important edition. Gratefully acknowledging the enthusiastic reception of our first Year Book Edition (1935), our aim is to make the next issue of the Year Book even more comprehensive, including many new directory features. Your cooperation is needed to maintain it as thoroughly accurate as possible. To this end we are starting now to gather the material for this compendium of radio data—Radio's Only Annual Directory.

PUBLICATION DATE
February 15, 1936

ADVERTISING DEADLINE
December 15, 1935

# Pa and Ma and Mike — or — Just a Foster Child

**A Five-minute Radio Script Revealing**
**The Futility of ANPA's "Yardsticks"**
**(Complete With Sound Effects and Biz)**

*Presented Amiably by*
*The Columbia Broadcasting System*

*Scene: Ad-Town's General Store, corner Main & Media Streets*
*Characters: PA*
*—short for ANPA*
*—which, as you know, is short for:*
*American Newspaper Publishers Association*
*MA*
*—short for Maggie*
*—which is short for Magazines.*
*MIKE*
*—short for Microphones*
*—which, in this script, is short for: Radio Networks*
*Note: All lines to be played straight, not for laughs.*
*Music: None required*
*If used, stick to brassy dissonance, up and under, with occasional brief moments of harmony.*

ANNOUNCER: We find Pa and Ma and Mike closing up their general store in Ad-Town, after a busy day. Pa (short for ANPA) is shoving home the bolt on the front door after the last departing customers with whom he has been talking earnestly. He is muttering to himself. Young Mike (short for Microphone or Radio Networks) is still busy behind a long counter. Pencil in hand, shirt-sleeves rolled up, he is apparently absorbed in a long list he is checking. Ma (otherwise Maggie, otherwise Magazines) cocks a weather eye at Pa, as she takes off a bright four-color apron and lays it carefully aside for further use. She is, of course, past middle age. In her plain black and white dress with saddle-stitched yoke, she looks prim and severe as she tidies up the bedding department which is her special province.

*(Click of door—sound of bolt sliding home)*

Now Ma calls out to Pa in a harsh but not unkindly voice.

MA: (Magazines) You thunderin' fool—you did it again!

PA: (Newspapers) Quit your naggin' Maggie. Wha'd I do?

MA: Ye talked those customers right out of buyin' anything. Have ye no sense at-all at-all? You were so busy tellin' 'em about young Mike that you didn't sell any of your own groceries. I heard every word of it.

PA: Eavesdroppin', eh? When ye should have been sellin' yer own slow-movin' stock!

MA: Slow-movin' indeed! While you were dishin' out the dirt about our foster-child—'twas me sold 13 of my finest spreads to the General Motors Family. And a dozen large coverage blankets! Ye'll have to turn over a new leaf to offset that, m'dear!

PA: *(sullenly)* A nasty pun, Maggie. Hold yer tongue.

MA: *(vehemently)* My tongue? Hmph! It's yours I'm talkin' about! Runnin' down the lad with the store full of people! Can't we keep our family squabbles to ourselves?

MIKE: (Radio Networks) *(Looking up from large cardboard box he is packing with groceries for delivery)* Oh pipe down, Ma. Let him rave. Nobody listens to him anymore—

PA: *(voice takes on fretful pitch)* You ungrateful young pup. 'Twas me took you in when they left you on our doorstep in a box full of wires and gadgets. If it hadn't been for me feedin' you fresh radio columns and sterilized Sunday features when you was a little tike, ye'd never have grown up at-all—for all the thought that Maggie gave ye in them days.

MIKE: I've heard all that Pap. But haven't I turned to and worked in this store nearly 16 hours a day ever since I was big enough to carry a tune?

PA: More's the pity. An' as fer nobody listenin' to me—ye young squirt—Did ye see Mr. and Mrs. Advertiser open their eyes when I told 'em you'd lost 400 out of 600 customers you used to have?

MIKE: *(anger mounting slowly into his face and voice as he lifts himself to his full height above the counter)* Did he say that, Ma? Did he say THAT?

MA: I told ye, Pa, you'd get 'im mad someday. And he's gettin' big enough to pin yer ears back if he ever takes a mind to.

PA: *(edging toward large rack of slightly warped yardsticks)* A fine kettle of fish y're stirring up, Maggie. Ye've always treated 'im like an orphan yerself. When did YOU turn so sweet and sugary? 'Twas yerself set Mr. Clark and Mr. Hooper on 'im just a few months back.

MIKE: Never mind that. Answer me, Pa—did you say what Ma said you said? About me losing 400 out of 600 customers? Did you?

MA: Sure an' he did. He was settin' right on that tub o' soft-soap yonder. Y'd have heard it yerself, Mike, if ye hadn't been so busy sellin' soup to the Joneses.

MIKE: *(leaps over counter—sound of feet landing on floor—then footsteps as he advances on Pa)* Of all the goofy statistics! As twisted as those flimsy yardsticks you've been handing out for souvenirs. *(Footsteps stop. Suddenly Mike laughs, regaining good nature, and turning back toward counter)* Oh you needn't duck behind them, Pap. I'm not going to touch you. But you know darn well, Pap, what the truth is—

PA: Don't call me Pap.

MIKE: You know the truth as well as I do. Sure I've had 600 customers since 1928, when I was just a kid. But never all at one time—because I've never had enough hours to sell. And in the early days, most of them just spent nickels and dimes. You know what's happened—they're still buying radio, but not from me. Not if my middle name is Network!

MA: *(sighing)* There's truth in what the boy says, Pa. He's took after me, instead of you—he's gone after the national customers and ye can't say he hasn't sold 'em.

PA: Not accordin' to the papers!

MIKE: That's a laugh! You're a fine one to talk about the papers! Why, a few years back I was selling two stations of this and six stations of that, and getting nowhere just like you, Pap, when you sell a few inches of this and a column of that. Now I have customers that never buy less than a couple of dozen stations at a time, and usually a lot more. I just sold those Campbell's 76 stations of tomato juice on top of 85 stations of soup.

PA: But you've still lost 400 of them 600 customers since 1928! *(Dramatically)* And here's the proof!

BIZ: *Rustle of paper.*

MIKE: Proof? Let's see. *(Pause)* Oh, Pap, you will have your joke—that's just a proof from your own ANPA bureau. It's all wet! Take it away!

PA: Sissy. Afraid of a wet proof.

MIKE: *(laughing)* It isn't that, Pap. I just don't want to get my hands smeary. I've got to call on a lot of nice people tonight in their homes. But lay it down and let me see it. *(Peruses proof on counter)* Oh! I get it! Why, the joke's on you again, Pap. *(Then speaking slowly and patiently as though explaining something to a child)* Now listen—Over 300 of those 400 customers you're talking about never even bought my basic network. Most of them now are buying radio down the street from Local Stations & Co. After all, Pap, the networks are for national advertisers, and you know it.

PA: *(snorts once or twice)* When I was your age, I was glad to sell a dozen sticks of classifieds—

MIKE: *(hitting word hard as an expletive)* Pap!

PA: Don't call me Pap.

MIKE: I wasn't, that time.

MA: *(laughing at Pa)* 'Tis a quick tongue the boy has. Y'd better leave 'im be and tend to your own marbles, Pa.

PA: Marbles?

MIKE: She means agates, Pap. You've been losing them fast, you know.

MA: Now don't tech yer Pa on his raw spot, Mike m'boy.

MIKE: Well, he deserves it. Talking about me losing customers since 1928—why, look at my order book! I've shown a 300% gain since 1928 in actual dollars—an' Pa shows a 30% loss.

MA: Yer Pa ain't so spry as he used to be, and then there was the depression—took 'im hard y'know. He's been limpin' a good bit since. Doctor calls it—displayfoot. Said somethin' about his circulation, too.

PA: Never mind my circulation.

MIKE: All right, all right. *(Adopting patient tone again)* Here's how it is, Pap. I'm shipping my groceries all over the country. I'm selling bigger networks and I'm serving the public better. Everybody hears my stuff now. That's better than tying up the whole network with two-or-three station orders—leaving 70 or 80 stations with no network program to hear.

PA: *(on rising pitch)* Network —NETWORK— NETWORK! Wish I'd never heard the word!

MIKE: Well, it isn't just a case

*(Continued on page 40)*

"THIS WAR IS BROUGHT TO YOU BY COURTESY OF THE SO AND SO OIL CO —
MUSSOLINI — IS DOWN — HE'S UP! — SELASSIE STRIKES OUT — OH BOY! WHAT A WAR!!
GRAHAM McNAMEE
ETHIOPIA

*Thomas in the Detroit News.*

# COMING EVENTS CAST A SHADOW

THE NUMBER OF RADIO STATIONS WHICH ARE USERS OF *STANDARD RADIO SERVICE* NOW EXCEEDS 80

## "—and still we grow!"

TODAY — over eighty of the leading stations throughout the country use one or more of the STANDARD RADIO Transcription Services.

Tomorrow? Well, not a week passes without additional stations turning to Standard for the famous Library, or one of such outstanding special features as The King's Men, Kay Kyser and his band, and the sensational Sons of the Pioneers.

The growing preference for Standard Transcriptions is a direct result of "stand-out" talent, flawlessly recorded by the most modern methods, on new-type, flexible, low-surface discs.

And above all, radio stations have found that Standard Transcriptions are easily sold to sponsors — and that they make good on results! Write for full details and prices.

## "Custom-Built" Shows

Here in Hollywood, with the cream of the world's entertainers instantly available, Standard Radio offers to advertisers and their agencies the most complete facilities for the production and recording of every type of radio show. Let us consult with you — suggest ideas — show you what we have done for others. Big-scale operations, the right connections, and a world of experience make it possible for us to work with you at surprisingly low cost.

## STANDARD RADIO, INC.

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# NAB Board to Study Copyright; Few Stations Extend Contracts

## Warner Bros. Publishing Houses Still With ASCAP; Washington State Stations Seeking Redress

WITH FUTURE performing rights contracts for use of ASCAP music hanging in the balance, the NAB board of directors will meet Oct. 17 in New York to consider the entire copyright problem in the hope of finding a solution before current contracts expire Dec. 31. The date was set by the NAB executive committee at a special meeting in New York Sept. 23. The executive committee comprises Leo J. Fitzpatrick, NAB president, Isaac D. Levy, treasurer, and James W. Baldwin, managing director.

The committee met with E. C. Mills, ASCAP general manager, during its Sept. 23 session, to discuss informally, it is understood, provisions of the contract offered stations, as well as the "per piece" method of payment of royalties.

Meanwhile, many stations were negotiating with ASCAP on extensions of their present contracts, but few were signing. Best obtainable information was that ASCAP officials privately are advising stations to defer signing until the copyright organization puts its own house in order. Warner Bros. publishing houses, which have threatened to withdraw from ASCAP effective Dec. 31, have not yet done so and there is still some possibility that they will fall in line and remain in ASCAP.

### Increase in Cost

THE KEY to contract renewals is in the Warner Bros. stand. Should it withdraw, as it has informed all inquirers, then the ASCAP catalog will be diminished by about 40%. Despite this, the new contracts offered by ASCAP to stations for extension for a five-year period beyond Dec. 31, carry a rider which is construed to mean that stations must continue to pay the same fees for the ASCAP catalog, minus the Warner list. This would mean a 40% increase in the cost of music to broadcasters, if they propose to use Warner Bros. music under separate purchase.

In Tin Pan Alley, according to best advices, it is felt that Warner Bros. at the last minute will decide to remain in ASCAP rather than set up its own copyright collection and licensing organization. The story, briefly, is that Warner Bros. has been dissatisfied with the allotment of royalties it has been receiving from ASCAP, which last year purportedly amounted to $300,000 out of some $2,500,000 which ASCAP gets annually for radio performance fees. Warner is said to be asking $1,000,000, and without that guarantee has announced it intended to withdraw.

Those who feel that the movie subsidiary will remain in the fold assert it would cost Warner Bros. more than the amount it wants to collect to set up its own licensing organization, and as a consequence it would net far less than the $300,000 it now receives. On that basis they reason that Warner Bros., even though reluctant, will remain in ASCAP.

ASCAP itself apparently would like to see this inter-organization squabble settled before seriously negotiating on a blanket basis with the broadcasting industry. At present broadcasting stations are in position to extend their present licenses for five years, but with the rider under which ASCAP declines to make any provision for reduction of royalties but does permit the station to cancel the contract upon due notice. The present rates of royalties are an arbitrary sustaining fee, plus 5% of the net receipts of stations.

Naturally ASCAP would find itself in a more favorable position to renew contracts on the present basis if Warner Bros. stay within the ASCAP pool. Many stations, it is understood, have protested the rider on the ground that ASCAP is breaking faith with the broadcasters, since it promised to extend all contracts for five years under present terms.

### Contract Negotiations

IN ALMOST every instance it appears that individual stations are seeking from ASCAP contracts equivalent to the best contract it has granted any station. On behalf of a group of larger stations, Philip G. Loucks, former NAB managing director, and now a practicing attorney, is having conversations with E. C. Mills, ASCAP general manager. Sol A. Rosenblatt, former NRA deputy and division administrator, and before that a member of the ASCAP law firm, has been retained by the Yankee Network, and WCKY, Cincinnati.

It is evident that the contracts being sought are for 5% of station receipts on programs using music, with no sustaining fee, and with deduction of both agency and sales commissions, amounting to two 15 per cents. That also is the tack taken by the score of broadcasting stations in Washington State, which, by state court order, have been enjoined from doing business with ASCAP, which has been judged a monopoly doing business in violation of the State laws.

Latest word from Washington State is that a number of the broadcasting stations there have filed triple-damage suits against ASCAP, seeking redress amounting to approximately $750,000, as an outgrowth of the court action perpetually enjoining ASCAP from doing business in that state.

Mr. Baldwin has been holding conferences with Mr. Mills from time to time, discussing the copyright situation.

**NEW WJR RADIATOR—Here is the modernistic brick and tile structure housing the 50 kw. transmitter.**

# News Is Public Property When Published, Senator Dill Tells Court in KVOS Case

**Mr. Dill**

UPHOLDING the right of broadcasting stations to distribute news published in newspapers once they are sold, on the ground that the news then becomes public property, former U. S. Senator C. C. Dill last month asked the Circuit Court of Appeals at Seattle to sustain the lower court's finding in favor of radio in the so-called news piracy suit of The Associated Press vs. KVOS, Bellingham, Wash.

As chief counsel for the Bellingham station, Senator Dill delivered a strong argument and an even stronger brief in support of the right of a broadcasting station in effect to read the front page of a newspaper, after that newspaper has been printed and sold. The case was on the appeal of the AP, on behalf of three of its Washington state newspaper clients, from the decision of Federal Judge John C. Bowen, of Seattle, rendered last December, in which he denied a temporary injunction sought by the AP against KVOS. The court held that the station had a perfect right, legally, to disseminate the news by this more rapid means after the newspapers carrying the AP dispatches had been published.

The decision, regarded as a revolutionary one in the newspaper and radio fields, proved sensational. The KVOS appeal, to a degree, is being financed by contributions from a number of broadcasting stations because of the importance of the issue involved and the desire for a final adjudication.

Argument for KVOS was made by Senator Dill, Kenneth C. Davis, Seattle attorney, and William H. Pemberton, Olympia attorney. John W. Davis, of New York, 1924 Democratic presidential nominee, was to have been chief counsel for the AP but was unable to be present. Argument had been postponed on that account, from Sept. 10 to Sept. 13, but when Mr. Davis failed to appear on the latter date, Joseph Kindall, attorney of Bellingham, delivered the argument.

*(Continued on page 46)*

# Stations in Detroit Realigned Sept. 29

## Formal Welcomes to Networks Staged in Special Programs

SEPT. 29 proved a red-letter day in Detroit radio history as three network outlets switched positions, with each welcomed into its new fold with special inaugural programs. WJR formally dedicated its new 50,000 watt transmitter on that day, coincident with its new affiliation with CBS, leaving the NBC-WJZ network. WXYZ, for the last year the Detroit outlet of Mutual Broadcasting System, took WJR's place on the NBC Blue while CKLW signed off the CBS chain and supplanted WXYZ as the MBS outlet.

Also joining the NBC-WJZ network in the shuffling of outlets was WOOD-WASH, Grand Rapids, operated by the Kunsky-Trendle Broadcasting Corp., also licensee of WXYZ. NBC sustaining features on the WJZ network will be fed through WXYZ to the Michigan network, of which it is the key, until next June.

### MBS at Million Mark

CKLW joined MBS just one day before that network observed its first birthday, as a basic chain comprising WOR, WGN and WLW as well as the Detroit outlet. During that time it developed into an important working unit with a record of approximately $1,000,000 in sponsored business for the first year and promised that the total would be doubled in the year 1935-36. At present about 20 hours a week is being carried over the network commercially and approximately 40 hours of sustaining time is being fed by the chain to member stations.

CBS staged an elaborate welcoming program for WJR when it joined the network and simultaneously dedicated its new transmitter at Trenton, Mich., with an increase in power from 10,000 to 50,000 watts.

George A. Richards, president of WJR, at 8 p. m. pressed a button which formally started operation of the Trenton transmitter. The program opened with a two-way radio conversation between Ted Husing, CBS announcer, and Leo J. Fitzpatrick, general manager of WJR, both radio pioneers. A dramatic sketch in which two telephone linemen retraced the growth of WJR from its inception preceded the ceremony.

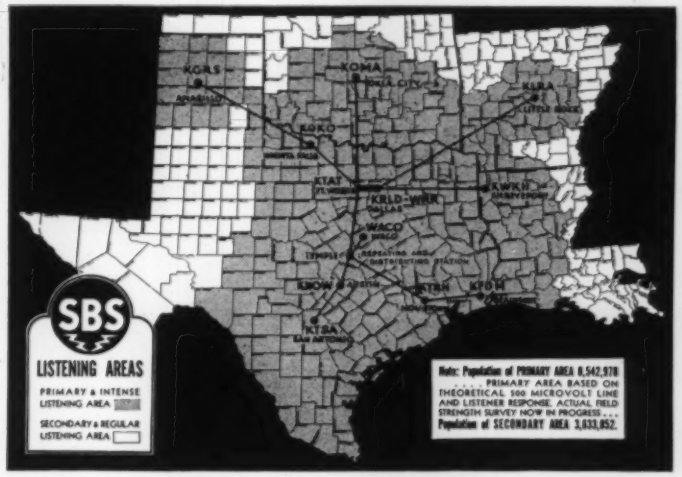
Other speakers welcoming the station to CBS were William S. Paley, CBS president, and Gov. Frank Fitzgerald, of Michigan. A list of stars participating included Burns & Allen, Stoopnagle & Budd, and Mickey Cochrane.

The new WJR antenna is 733 feet high, with a wheel-shaped ground system with 120 miles of copper wire.

CKLW was welcomed to MBS with a one-hour program, which included addresses by Alfred J. McCosker, chairman of the board, and W. E. Macfarlane, president of the network. Other stations on the network contributed welcome programs, and during the last half-hour CKLW offered its first MBS presentation which included messages from officers of the station.

# *Business is Good in the*
# SOUTHWEST

## ...AND IT'S GOOD BUSINESS TO USE THE SOUTHWEST BROADCASTING SYSTEM!...




12 major stations in 12 major markets enable SBS to reach the great majority of Southwestern Radio Homes! The kind of merchandising job SBS permits—plus its great flexibility—gives the SBS network several unique advantages. Use SBS to sell the Southwest!

To better serve National advertisers who want to sell the Southwest, Free & Sleininger, Inc. have just been appointed as National Representatives. A 'phone call to any of their offices will bring complete information, pronto!

**SOUTHWEST BROADCASTING SYSTEM**

LEE H. ARMER, President FORT WORTH, TEXAS

SALES OFFICE . . . ADOLPHUS HOTEL, DALLAS, TEXAS

NEW NATIONAL REPRESENTATIVES:

Free & Sleininger, Inc.

New York . Chicago . Detroit . San Francisco . Los Angeles

*Business is Good in the Southwest!*

IN TEXAS ALONE NEW CAR REGISTRATIONS THIS YEAR HAVE EXCEEDED CALIFORNIA'S

*Business is Good in the Southwest!*

FALL BUSINESS NOW UNDER CONTRACT ON SBS NETWORK IS 400% GREATER THAN LAST YEAR

*Business is Good in the Southwest!*

FOUR SBS STATIONS REPORT 100% INCREASES IN LOCAL COMMERCIAL PROGRAMS FOR FALL

*Business is Good in the Southwest!*

NEW FALL CONTRACTS ON SBS NETWORK INCLUDE HUMBLE OIL'S FOOTBALL GAMES AND SOUTHLAND LIFE'S WEEKLY HOUR

*For Speed.. for Accuracy.. for Dependability ... for*

# SERVICE

● *"I telephone my telegrams to Postal Telegraph"*

● *"I send my messages direct over the Postal Telegraph Typing Telegraph"*

● *"I ring the call box for a Postal Telegraph messenger"*

● There is *no* place that Postal Telegraph cannot reach. Postal Telegraph not only covers 70,000 points in the United States and 9,000 in Canada★, but it maintains its own telegraph offices, attended by a trained *telegraph* personnel in cities between which 95% of all the telegraph traffic of the country flows. There is no place for which Postal Telegraph will not accept and transmit your message with promptness, with dependability, with accuracy. Postal Telegraph not only offers efficient telegraph service within the borders of this country but through the great International System of which it is a part, it offers communication with the entire world... through the only combination of telegraph, cable and radio service under a single management in the United States.

★ *In Canada, through the Canadian Pacific Railway Telegraphs.*

THE INTERNATIONAL SYSTEM

**Postal Telegraph**

*Commercial Cables* — *All America Cables* — *Mackay Radio*


## Canada's Newest Station

CANADA'S newest broadcasting station, CKSO, Sudbury, Ont., which went on the air last Aug. 30, will join the Canadian Radio Commission network as a basic outlet Oct. 1, taking at least three hours of its programs daily. The station is owned and operated by the *Sudbury Star*. Its equipment is Canadian Marconi throughout. Manager is W. E. Mason, who is also publisher of the newspaper. L. Parkes is chief engineer. The station operates with 1,000 watts on 780 kc.

## Al Jolson Closes Series For Shell Oil on NBC

AL JOLSON has left the Shell Oil Co.'s *Shell Chateau* program Saturday nights over the NBC-WEAF network, his Sept. 28 appearance being his last. The sponsor's effort, through J. Walter Thompson Co., its agency, to induce the Premier Pabst Sales Corp., Chicago (Pabst Blue Ribbon beer) to have Ben Bernie take over the period was regarded in radio circles as indicating that Jolson will not be reengaged.

No show had been set for Oct. 5 as BROADCASTING went to press, but on Oct. 12 the sponsor, which has a contract running until Christmas week, will have Walter Winchell as m.c., Eleanor Powell and Niela Goodelle as guest stars.

Pabst would not release Bernie, instead offering him a new 52-week contract for his Tuesday night NBC-WEAF network period, which is handled by Morris, Windmuller & Enzinger Inc., Chicago.

## End of Daylight Saving Brings Program Revision On NBC Pacific Network

WITH RETURN of standard time in Eastern cities Sept. 29, a new alignment of NBC network programs is greeting Western dialers, Eastern broadcasts now reach the Pacific Coast one hour later, necessitating switching many NBC Western division programs. Among Pacific Coast sponsored presentations heard at new time are: The *Sperry Sunday Special* (Sperry Flour Co.), Sundays, 1 p. m.; *One Man's Family* (Chase & Sanborn, Tender Leaf Tea), Sundays, 9:30 p. m., and Wednesdays, 5 p. m.; *Death Valley Days* (Pacific Coast Borax Co.), Tuesdays, 9 p. m.; *Winning the West* (Occidental) Life Insurance Co. of California), Thursdays, 9:15 p. m.; *Caswell Concert* (George W. Caswell Co.), Wednesdays, 7:45 p. m.; *Langendorf Pictorial* (Langendorf United Bakeries), Mondays to Fridays inclusive, 4:45 p. m.; and the *Woman's Magazine of the Air*, daily except Saturday and Sunday, 3 p. m., under sponsorship of the following: Mondays, Campbell Soup Co., and George W. Caswell Co.; Tuesdays, Campbell Soup Co., Pet Milk Co., and Swift & Co.; Wednesdays, Bank of America, Elmo Sales Corp., and Easy Washing Machine Co.; Thursdays, Campbell Soup Co.; Fridays, Bank of America, California Brewing Assn. and Elmo Sales Corp. *Western Farm and Home Hour*, NBC western division network week-day sustaining since January 1931, has been switched to 11:30 a. m.


RESULTS

KSD

Not 12 Months
Not 24 Months
*but*
**33**
MONTHS OF
*Consecutive Gains!*
IN
Local and National Spot Broadcasting
to and including August, 1935

Station KSD---St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
Free & Sleininger, Inc., National Advertising Representatives
New York Chicago Detroit San Francisco Los Angeles

# NBC Showmanship in Detroit

In Detroit, America's fourth city, radio showmanship has *got to be good to win*. Demand only responds to sales power of an unusual sort—the sort which NBC offers advertisers through its two fine Detroit outlets, WWJ, on the Red Network, and WXYZ, on the Blue. Here is undisputed leadership in broadcasting facilities, top-flight showmanship, business ethics, and local prestige.

Both stations' transmitters are centrally located in "Greater Detroit". Their 1000-watt signals dominate this concentrated buying area with the country's most popular programs. The unique prestige of WWJ and WXYZ among Detroit listeners is evidenced by the sales reports of their advertisers. They make fine reading for both advertisers and stations!

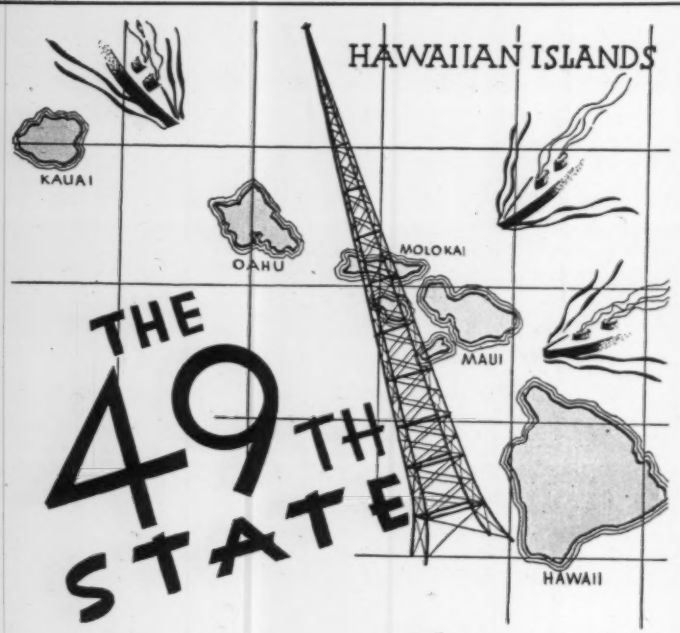
**STATION WWJ** is one of the outstanding stations of the famous NBC Red Network—one of the very first stations in America to broadcast, back in 1920. Construction on WWJ's new transmitting station will be completed this fall, and it will feature the latest High Fidelity transmission and many other improvements.

**STATION WXYZ,** the newest addition to the powerful NBC Blue Network, is owned and operated by the Kunsky-Trendle Broadcasting Corporation, identified with the theatre business in Detroit for over 25 years. WXYZ has the largest staff of announcers and engineers in Detroit, and can operate five separate programs simultaneously. It has a notable record for long term local advertisers.

**OVERWHELMING RADIO PRESTIGE IN "GREATER DETROIT"**

## NATIONAL BROADCASTING CO., INC.

A Radio Corporation of America Subsidiary • Detroit Office, Fisher Building • New York • Washington • Chicago • San Francisco




THE 49TH STATE

...Hawaii Is American

An integral part of the United States, its population of 400,000 speaks American, thinks American, and *buys* American.

Hawaii has 3,076 trade outlets. A few of them are:

30 automobile dealers
1,057 general stores
285 grocery stores
25 radio dealers
94 drug stores
87 department stores
14 electrical supply dealers
48 furniture stores
178 auto service stations
27 hardware stores
25 shoe stores
443 restaurants
32 auto tire dealers

This rich retail market is covered comprehensively by KGMB, Hawaii's premier broadcasting station.

KGMB is affiliated with the Columbia Broadcasting System, and by actual survey had more than 60% of the "radio circulation" of the Islands last January. Completely modernized equipment and vastly improved program service has increased appreciably this circulation.

*Each day, seven days a week during 1934 Hawaii bought an average of $250,000 worth of food, automobiles, radio sets, clothing, and other goods from the mainland United States.*

KGMB

HONOLULU , HAWAII

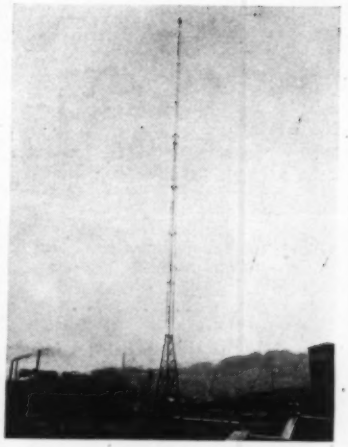
FRED J. HART, President and General Manager

SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL

*Representatives:*

CONQUEST ALLIANCE COMPANY

NEW YORK, 515 MADISON AVE. - CHICAGO, 100 N. LaSALLE ST.

**ABOVE THE HUDSON — Towering 190 feet above the Palisades at Cliffside, N. J., this self-supporting Truscon antenna of WBNX, New York, is supported by three insulators of 125 pounds each. Sections are circular instead of flat and the quarter-wave structure is designed to resist a 90-mile gale. It has an 18-inch sway.**

## *OMAHA PUBLISHERS TO ACQUIRE WAAW*

ACQUISITION of WAAW, Omaha, by the Nebraska Broadcasting Co., 98% of whose stock is held by the *Omaha World-Herald*, was revealed Sept. 18 with the filing of an application with the FCC for transfer of ownership from the Omaha Grain Exchange. The purchase price is said to have been $150,000.

The station is the fourth in Nebraska to be acquired by *Omaha World-Herald* interests, subject to FCC approval. The others are KGBZ, York, purchase price $48,000; WJAG, Norfolk, $50,000, and KMMJ, Clay Center, $75,000. Henry Doorley, president and publisher of the *Omaha World-Herald*, is president of the Nebraska Broadcasting Co., with Paul Martin, Omaha attorney and director of the newspaper concern, handling the negotiations.

It is expected that Lloyd Thomas, operator of WROK, Rockford, Ill., will become directing head of the four stations for the *Omaha World-Herald*. Alex Sherwood, formerly associated with Mr. Thomas at KDKA, Pittsburgh, is now managing KGBZ and will become Mr. Thomas' assistant.

### Chevrolet to Renew

CHEVROLET Motor Co. is scheduled to renew its transcription series *Musical Moments* over some 300 stations during the week of Oct. 14 for a third 13-week run, breaking the all time transcription spot record with an expenditure involving about $1,500,000. The campaign, produced by World Broadcasting System and placed through Campbell-Ewald Co., Detroit, so far as known, will not be changed, since the majority of local Chevrolet dealers are enthusiastic about results.

## Pacific Disc Firm Signs With MPPA

AFTER MONTHS of dispute concerning payment of royalties on music used in production of its transcriptions, MacGregor & Sollie Inc., San Francisco, has decided to sign a contract with Music Publishers Protective Association similar to those understood to be in force with other transcription producers, according to advices received Sept. 23 from C. P. MacGregor, president.

This decision has been reached, Mr. MacGregor informed BROADCASTING, not because it feels that MPPA, a sister organization of ASCAP, is entitled to the recording fees, but because the contract proposal is on a more reasonable basis than original demands. The contract, he reported, was being made with Harry Fox, of MPPA.

Simultaneously, Mr. MacGregor indicated that his organization—the pioneer in transcriptions on the Coast—planned to create a new transcription library but he did not disclose its scope.

The original demands of MPPA, Mr. MacGregor pointed out, were for payment of 25 cents per selection per broadcast for regular numbers and 50 cents for "asterisk" or restricted numbers. On this score he said he feels and always has felt that so long as stations pay ASCAP 5% of their gross to play this copyrighted music they should not be forced to pay anything in addition, through any source, for the same music.

In a letter to Mr. Fox informing him of the willingness of his organization to enter a contract upon the last terms offered by MPPA, Mr. MacGregor wrote:

"If you will recall, when you were in San Francisco, we said we would be satisfied with a deal like this and would pay you a premium to handle the matter of getting permission through the publishers direct instead of through you, as outlined in my former letter as well as Mr. Bibo's (MPPA representative) to you; the deal being $5 for non-show tunes and $10 for show tunes."

The negotiations of MacGregor & Sollie with MPPA were rather sharp at times, with the latter organization on one occasion having advised stations that the transcription organization had no license from it for the recording of its numbers.

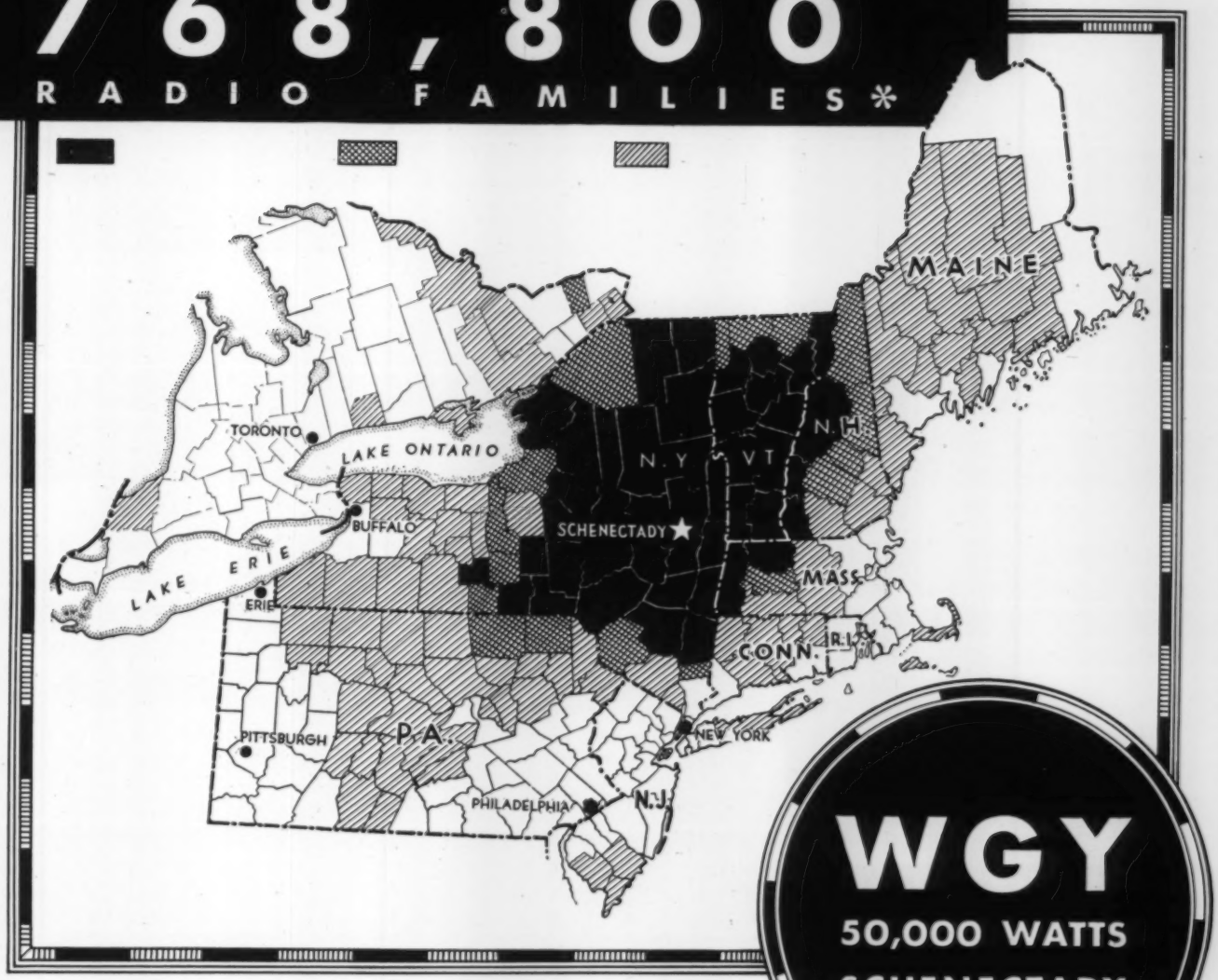
## Humble Oil Sponsoring Football in Southwest

HUMBLE OIL & REFINING Co., Houston, is sponsoring play-by-play broadcasts of Southwest Conference football games over six Southwest Broadcasting System stations. Byrum Saam, Paul Lindsey and Mike Gallagher are handling the programs. Conference officials are cooperating with the network and sponsor, believing that the proper radio promotion of the games will build up gate receipts as has been the case on the West Coast.

On Nov. 23 a Southwest Conference game will be broadcast on both SBS and CBS, with Ted Husing, CBS sports announcer, and Saam handling the event. McCann-Erickson Inc., New York, is the Humble agency.

# MASTER SHOWMAN
## *of all it Surveys . . .*

**POTENTIAL CIRCULATION:**
**768,800**
**RADIO FAMILIES***




**WGY**
**50,000 WATTS**
**SCHENECTADY**

**The above map shows the potential circulation of WGY by aireas, as determined by the New NBC Method of Audience Measurement.*

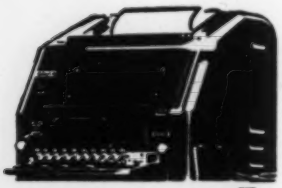
Copies will be sent to you at once, upon request.

**NATIONAL BROADCASTING COMPANY, INC.**
A RADIO CORPORATION OF AMERICA SUBSIDIARY

**NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO**
WEAF & WJZ · WRC & WMAL · WMAQ & WENR · KGO & KPO

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY • PITTSBURGH—KDKA • CLEVELAND—WTAM
DENVER—KOA • PHILADELPHIA • DETROIT

# QUESTIONS

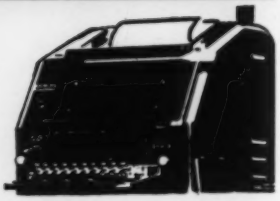


QST 70 NEW YORK JUNE 26/35 WBBB
ON SATURDAY JULY TWENTY-SEVENTH WE WILL BROAD-
CAST CHEYENNE FRONTIER DAYS RODEO AT CHEYENNE
STOP SCHEDULED TIME FOR THIS PROGRAM NOW IS
630-715PM CNYT STOP SUSTAINING WILL BE AVAIL-
ABLE UNTIL 730PM CNYT STOP PLEASE ADVISE
IMMEDIATELY IF YOU WILL CARRY THIS SERVICE
BROWNLEY WAAA

# AND ANSWERS

87BB PHILA JUNE 26/35 BROWNLEY WAAA
RE QST 70.....WBBB WILL TAKE CHEYENNE
FRONTIER DAYS SATURDAY JULY 27TH FROM 630 TO
715PM CNYT STOP ALSO SUSTAINING PROGRAMS
UNTIL 730PM
SMYTHE WBBB

## ON THE SAME CONNECTION— AND A TYPEWRITTEN RECORD



**ONE notable advantage of Bell System Teletypewriter Service — one reason why it has been adopted so widely by the broadcasting industry — is the fact that it provides fast, *two-way*, typewritten communication.**

**A character typed on one machine is simultaneously reproduced on all others connected with it. Information flashes back and forth on the same connection. Messages are identical at all points and as many copies as necessary can be made in the original typing. No need to rewrite and check. No room for errors or misunderstandings.**

**The principal networks and more than 200 separate stations regularly use Teletypewriter Service. Probably you'd find it just as valuable. Call the local Bell Company for full information.**


## DISCS POPULAR
### Transcribed Program Is Among First Ten on WTMJ

THAT TRANSCRIBED programs can attain the same popularity as live talent features was revealed in a contest conducted by WTMJ, Milwaukee. The contest asked listeners to write a 25-word letter telling which WTMJ program the listener enjoyed most and why. More than 60 different programs were listed in the 1,500 replies. The transcription feature *Sons of the Pioneers*, produced by Standard Radio Inc., according to W. F. Dittman, WTMJ commercial manager, was among the first ten.

The transcription show was topped in popularity only by such features as *Major Bowes*, *Ma Perkins*, and *Today's Children*, over NBC, and such local live talent shows as *Heinie and His Grenadiers*, *Sports Summary* and news programs.

## INS Signs Four More; Transradio Lands Two; Texas Co. Using News

INTERNATIONAL NEWS SERVICE announced the signing of contracts, during the fortnight before BROADCASTING went to press, with the following stations: KSL, Salt Lake City; KVOO, Tulsa; KPCB, Seattle, and KFKA, Greeley, Colo.

Two stations in South Carolina—WIS, Columbia, and WCSC, Charleston—were added to the Transradio roster, along with the following: WDBJ, Roanoke, Va.; WDAE, Tampa, Fla.; WCHS, Charleston, W. Va.; WCFL, Chicago; WHBC, Canton, O.; WSOC, Charlotte, N. C.; WDBO, Orlando, Fla.; KPQ, Wenatchee, Wash.; KELD, Eldorado, Ark.; KIUN, Pecos, Tex.; KWYO, Sheridan, Wyo.; KALB, Alexander, La.; KUOA, Fayetteville, Ark.; KGHL, Billings; WEHC, Charlottesville.

Five Montana stations have been signed by Hanff-Metzger Inc. (Los Angeles Bureau) on behalf of the Texas Co. (gas and oil), for a schedule of Transradio Press news. The are: KGHL, Billings; KGIR, Butte; KFBB, Great Falls; KGVO, Missoula, and KGEZ, Kalispell.

## Columbia Baking to Use Ten Stations in the South

TEN Southern stations have been signed by the Columbia Baking Co., Atlanta, which has plants in 12 Southern cities, for sponsorship of six 15-minute newscast periods weekly, utilizing Transradio, INS and local news according to the facilities available. They are WGST, Atlanta; WBIG, Greensboro; WFBC, Greenville; WSOC, Charlotte; WTOC, Savannah; WMBR, Jacksonville; WIOD, Miami; WDAE, Tampa; WDBO, Orlando; WSVA, Harrisonburg.

Products advertised are "O Boy Vitex Vitamin D Breads" in all places, "Southern Cakes" in the Carolinas and Virginia; "Stone Cakes" in Georgia and "Seybold's Cakes" in Florida. The account is handled by the Freitag Adv. Agency, Atlanta, under supervision of J. V. Freitag, president; A. L. Malone, secretary-treasurer, and Norman Frankel, radio director.

## Debt of Listeners To Artist, Sponsor
### Public Not Indebted to Radio Itself, Says Mr. Patterson

TO THE SPONSOR and the artist the radio listener feels an indebtedness and not to the institution of radio, Richard C. Patterson Jr., executive vice president of NBC, told the Boston Conference on Distribution Sept. 24. "People are attached to their favorite broadcasts," he said, adding that "we have not tried to inject ourselves between the program and the audience."

This means, said Mr. Patterson, that business which has been identified with the production of goods, has now become identified with providing the good things of life. Thus the American citizen "is made to feel an entirely new sort of obligation to American business. It is an obligation for education, entertainment and culture. Business produces the equipment with which to enjoy life. And then business turns around and helps to provide the enjoyment."

#### Creating the Desire

REFERRING to the business depression, Mr. Patterson explained that radio's major contribution to recovery is its elevation of the sales level by keeping up the desire level.

The job of American business is only half done, he told the conference, when new products have been created or old ones made better; equally important is the job of creating new appreciations or lifting the level of old ones.

During the depression years, he said, there has been an increase in the quality-aspirations of the American people. "People have not bought so many of the things with which those aspirations can be satisfied. But that has not been due to any falling off in income. It has not been due to any falling off in desire. Perhaps the American standard of living has declined." This decline, he continued, is temporary because one characteristic of Americans is their irrepressible desire for something better.

## Grove Disc Drive

GROVE LABORATORIES Inc., St. Louis, is recording at World Broadcasting System studios a series of 15-minute dramatic programs based on the cartoon feature *Flash Gordon*, for Groves Emulsified Nose Drops. The programs start Oct. 14 on eight stations in major markets in the East and Midwest. Plans call for four programs weekly, probably Mondays through Thursdays, for 13 weeks, before 6 p. m. Stack-Goble Adv. Agency, New York, is handling the account.

## WRBX Off Air

WITH the cessation of the operation of WRBX, Roanoke, Va., WHIS, Bluefield, W. Va., on Sept. 22 began operation as a full-time station on 1410 kc. The licensee of the Roanoke station consented to the operation of the Bluefield station with full time and voluntarily relinquished its license. The two stations formerly shared time. WHIS operates with 250 watts power at night and 500 day.

# NOW — — —

## FOR THE FIRST TIME

The Prosperous Market In and Around

# ROCHESTER, MINN.

"A WORLD-FAMED CITY"

# IS AVAILABLE

**Now you can tap this well-populated region . . . center of southern Minnesota's most prosperous farming area . . . where modern-minded farmers with a bumper crop have a lot of needs to satisfy and a lot of money to spend . . .**

## OVER THE NEW STATION

# K R O C

FEATURING

- ★ **RCA High Fidelity Transmitter**
- ★ **Western Electric Vertical and Lateral Transcription Reproducing Equipment**
- ★ **Complete World and NBC Transcription Libraries**
- ★ **1310 Kilocycles — Intensive Coverage, 60-Mile Radius**
- ★ **Direct Line with KSTP giving Rochester the Benefit of the Finest Programs in the Northwest**

**FOR INFORMATION on RATES, SCHEDULES, WRITE:**

**Twin City Sales Office, KSTP, Minneapolis, Minn., or National Representatives: in New York—Paul H. Raymer Co. . . . in Chicago, Detroit, San Francisco—John Blair and Company . . . or direct to—**

# KROC = Rochester, Minn.

# Are you letting the South's First Market slip thru your fingers?

There are two ways that sales executives can do this. One is to overlook the fact that Memphis is the South's biggest market in trading population, namely, over 2,000,000. The other is the fallacious notion that any high-powered, far-away station can cover this market economically.

Surveys and costly experience have proved that WMC is the only station in this market bringing listeners their favorite NBC features with dependably clear reception.

Memphis, incidentally, is one of the very brightest spots on the national marketing map. A combination of market and medium that is making sales sheets look like old times again for some of America's smartest media buyers.

Commercial program identification and liberal publicity cooperation in the Commercial Appeal — largest daily circulation South.

2,500 Watts Day - 1,000 Watts Night "In the Middle of the Dial"

Owned and Operated by The Commercial Appeal

New York and Eastern Representative:
NORMAN CRAIG
230 E. 50th Street
Telephone Plaza 3-4585
New York City

Chicago and Mid-Western Representative:
JACKSON AND MOORE
307 N. Michigan Ave.
Telephone Franklin 2526-27
Chicago, Ill.


## FROM FIRE ZONE

### KGW-KEX First to Broadcast Blaze From Forest

A WORD picture of a forest fire, broadcast directly from the fire line, was brought to KGW and KEX, Portland, Ore., listeners in September in cooperation with the U. S. regional forester, C. J. Buck. Rebroadcast by means of two short wave stations, the program is believed to be the first to originate from the scene of a major forest fire. The fire, which was the most serious of the year in Oregon, covered 2600 acres 60 miles east of Eugene.

While 1500 men labored day and night under the direction of the forest service to stem the tide of flame, Assistant Regional Forester F. V. Horton described in detail for radio listeners just what was going on. His report was broadcast by forest service short wave equipment 100 miles to the receiving station in Portland, and rebroadcast by direct wire over KGW and KEX. The progress of the fire and fire fighting was reported during five 15-minute broadcasts over a period of three days.

PHILIP J. HENNESSEY, member of the NBC legal staff, on Sept. 26 was assigned to the Washington office of NBC in the National Press Bldg., under a temporary transfer from New York headquarters. Presumably he will interest himself in legal activities of NBC owned and operated stations before the Broadcast Division of the FCC.

## WGN to Start Operating Oct. 1 in New Edifice

THE NEW WGN Building, located just north of Tribune Tower on Chicago's Michigan Avenue, was opened to the public for a pre-view Sept. 22 when more than 4,000 visitors were shown through the structure which took 13 months to build and which cost the *Chicago Tribune*, its owner, more than a half-million dollars.

Architecturally Gothic in design, the radio building is constructed of Bedford limestone in which are embedded a score of famous stones of history, from a block of the Great Pyramid to stones from Bunker Hill and Fort Sumter. The interior is simply designed in the modern manner, with colored lighting effects furnishing most of the decoration. The building houses six studios, three of which are open to the public. The main "public observation auditorium" seats 558 persons; the others are "intimate" studios, one seating 22, the other 18. WGN will also continue to use its three studios in Tribune Tower.

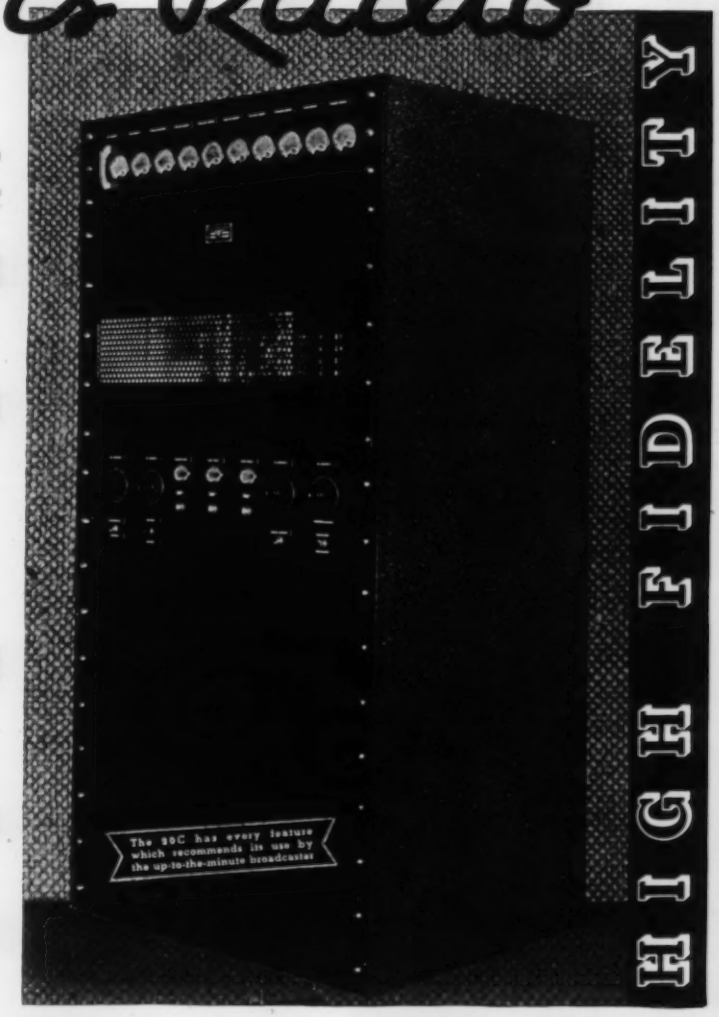
Broadcasting from the new building will be started Oct. 1, with a two-hour show, the audience in the studio to be limited to the men who worked on the building and their families.

NEW YORK UNIVERSITY'S course in dramatic radio writing will include lectures by Courtney Savage, CBS director of dramatics and continuity, and Robert Caldwell, continuity director of J. Walter Thompson Co.

# Collins Radio

*Directs* YOUR ATTENTION TO

THE COLLINS 20C ONE-KILOWATT BROADCAST TRANSMITTER




## REASONABLE COST

The price of the 20C bears a sensible relation to the actual cost of design and manufacture.

## HIGH FIDELITY

Collins broadcast equipment has established a unique reputation for faithful transmission. The frequency response of the 20C is uniform within plus or minus 1.5 decibels from 30 to 10,000 c.p.s. Total r.m.s. harmonic content is less than 5 per cent of the fundamental at 95 per cent modulation.

## QUIET CARRIER

Carrier noise is held at least 60 decibels below program level by generous circuit design and without resorting to "hum bucking."

## RELIABILITY

All components are oversized and adequately protected by overload devices.

## SIMPLICITY OF INSTALLATION

The 20C operates from single phase current which is readily obtainable. There are no external auxiliaries and all wiring including transmission line is carried through standard conduit.

## EXCELLENT CONSTRUCTION

The use of the very best materials and the most skillful mechanical design gives a fine appearance inside and out.

## NEW CIRCUITS

Low loss inductive neutralization and a new high stability oscillator are among the many important electrical features.

REAR VIEW—CLOSED

Collins Radio Company manufactures every type of transmitting apparatus. Microphones — Series 12 Speech Input Systems — Studio Accessories—Concentric Transmission Lines — Tower Impedance Matching Units — every component from microphone to antenna is coordinated for best performance.

REAR VIEW—OPEN

**100 WATT STATIONS** — Wait for announcement of the NEW COLLINS 100/250 WATT TRANSMITTER.

# COLLINS RADIO COMPANY

- **CEDAR RAPIDS, IOWA, U. S. A.**
- **NEW YORK, N. Y.** 11 West 42nd St.
- **MEXICO CITY, MEXICO** Edificio "La Nacional"

# BROADCASTING and Broadcast Advertising

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## "On The Spot"

RADIO regulation again proves that it is not keeping pace with broadcasting development, with the FCC's ruling that even a 15-second transcribed announcement must bear the usual "this is an electrical transcription" identity line. Buick wanted to use the short spots in a rather extensive campaign. But the FCC said that its regulations specify that the "transcription" line must be carried, even though such an announcement would be nearly as long as the actual continuity proposed.

Technically, interpreting its regulations strictly, the FCC probably is right. But those regulations were adopted before there were such things as 15-second spots. The original purpose of the transcription announcement requirement, as we recall it, was to prevent stations from misleading the public by pretending that orchestras or singers were actually in the studios rather than on discs. Buick proposed no performance at all—its continuity simply called for a one-sentence statement and a couple of honks from an auto horn. History demands that laws keep pace with progress, and it seems to us that the FCC should profit by history. Its regulations must be amended to confirm with modern practice, so long as that practice is legitimate.

## Lest We Forget

MORE THAN a month has elapsed since Congress adjourned. All industry was awaiting that "breathing spell" until the next session which convenes in January, and all industry welcomed President Roosevelt's pronunciamento that there would be a vacation insofar as his legislative planning is concerned.

The broadcasting industry, including its many components, is doing the expected thing—just relaxing. The feeling generally is that Congress is done and that there's no use worrying until the new one gets going.

That, sadly, should not be so. Those who know their radio from the legislative and regulatory side foresee an investigation of some kind into broadcasting at the next session—not because any investigation is needed but because one is about overdue. The agitators and professional opponents of commercial radio have been busy inciting members of Congress into the belief that something should be done.

At this writing there are a half-dozen measures directly or indirectly pleading for a Congressional investigation or broadcasting. Two of them deal with government ownership. All are outgrowths of the machinations of the lobbying minorities. More of them are in prospect.

Next year will be a presidential campaign year. It will afford politicians the opportunity that comes only once each four years to brandish their oratorical wares in the major league of politics. Radio is always a lively political topic. The politicians can be expected to "eat up" the propaganda of these agitating reformers—that is, unless they are forewarned.

And that brings us to our point. Now, when Congress is out of session and when Senators and Representatives are in their own baliwicks, is the time to get them thoroughly acquainted with their broadcasting institutions. For eight months they have heard the wails of the anti-radio lobbyists. It is time to set them straight.

Broadcasters and other elements in the industry need not go beyond the basic facts in telling their story. They can inform their Congressmen, whose duty it is to see that public interest is served, of the true broadcasting situation. Every broadcaster knows how certain misguided religious and educational groups have assidiously bored in and how one of them even now is trying to tear asunder the whole existing broadcasting structure because it was unable to carve a choice slice of spectrum, for commercial use, for itself.

If broadcasters will keep their duly elected legislators informed of the true situation, there will be little to fear. They will be less gullible when the professional lobbyists resume their inevitable crusades. The broadcasters' rule should be "Don't put off until the next session what can be done now."

## Awards For Merit

IF MORE incentive is needed to spur to even greater success those who build our everyday radio performances, then the new project for a foundation for radio awards will amply provide it. We are four-square behind the plan, not because we feel the incentive is needed, but because broadcasting as an art and industry is now big enough to be worthy of a foundation that will be the radio counterpart of the Pulitzer awards in journalism and literature.

The committee of ten distinguished radio executives, equally representative of the broadcasting and manufacturing industries, has a wealth of material with which to work in devising its preliminary plans. Awards can be made for a wide range of conspicuous examples of both public and program services. There can be awards for the outstanding example of emergency public service by stations in each of the several classes; for the most meritorious performance of a special events broadcast; to the sponsor of the best commercial program, and also to its agency; to the program builder of the outstanding feature; for the outstanding sustaining program; for the best announcing job; and even to the technician who distinguishes himself in his field.

The committee must now set as its goal the shaping of the Foundation so first awards can be made in 1936. No more representative group of distinguished broadcasters could have been selected by NAB President Fitzpatrick. The Radio Manufacturers Association likewise has named as strong a committee as appears possible from its ranks. The funds for the endowments appear to be available. The results should have a salutary effect upon the art and industry, and tend to enhance of the healthy competition among stations, networks and individuals to outdo one another.

## The RADIO BOOK SHELF

A LAST CALL to organizations engaged in domestic marketing research in the United States who wish to be listed in the forthcoming issue of the Commerce Department's publication *Market Research Sources, 1935*, was announced Sept. 21. To give additional opportunity to all eligible research bodies who have not yet supplied data necessary for inclusion the time limit for listings has been extended to Oct. 8. The booklet is issued periodically by the Commerce Department as a national handbook and guide to research activities in the domestic commerce field. Titles of research reports issued, with the name and address of the organization making the study, may be listed in the revised edition provided certain conditions are satisfactorily met.

EDUCATIONAL broadcasters the world over can learn a lot from the highly-developed technique of American commercial broadcasters. This conclusion is bound to come to readers of *The Educational Role of Broadcasting* published by the International Institute of Intellectual Cooperation of the League of Nations ($4.25). The volume consists of a compendium of expert opinion drawn from leading nations and was financed by the Norwegian Nobel Institute. Dr. Cline M. Koon, senior specialist in radio and visual education, U. S. Office of Education, contributes a review of the American situation. The book is refreshingly sane and objective, and is not marred by propagandist zeal.

FINDING its tourist business at Radio City increasing, NBC has prepared a booklet *On the Air* to be given all guests taking the tour. With pictures and text it graphically tells the story of radio from earliest experiments to the complexities of modern broadcasting.

THE annual *Advertising and Publishing Production Yearbook* has just been published by Colton Press Inc., New York, containing 300 pages of information on printing and graphic arts.

# We Pay Our Respects To —

JAMES McCOSH CECIL

IN THE United States, more than in any other country, to say that one is a "pioneer" is to pay such compliment as usually instantly conveys the appropriate impression that the person has done "big things" in laying the foundation for something successful, lasting and appreciated.

Although the type is rare, we find, in the evolution of broadcasting there has appeared one who, while grounded in the prinicples of the written word, is a decided pioneer in promoting spoken word media—James McCosh Cecil, secretary and treasurer of the advertising agency of Cecil, Warwick & Cecil Inc., New York.

When radio broadcasting was in its infancy, James M. Cecil, then a partner in the Cecil Advertising Co., Richmond, started his pioneering by putting "Planter's Peanuts" on the NBC network in one of the early commercial programs.

Pioneering, which has always been a feature and a factor in the success of the prominent programs which Cecil has originated, is outstanding in his Gulf Refining Co. radio show, as, following the opening commercial, each program in that show continues to its conclusion without any interruption by commercial interspersions.

Looking backward, a pronounced "high spot" in Cecil's pioneering in radio was his decision, contrary to the then prevailing advice of both networks, to delegate to performers in his programs the presentation of the commercials. First tried in the *Sherlock Holmes* program sponsored by G. Washington Coffee, more than 700,000 letter responses so highly commended that style of advertising that Bertha Brainard, NBC commercial program manager, immediately called it to the attention of other NBC advertisers. Since then performers present the commercial in the shows of a number of radio's most prominent advertisers.

Born in Selma, Ala., June 2, 1891, Cecil was raised and received all his schooling in Richmond, Va. On being graduated, in 1910, from Hampden Sydney University, where he was active in dramatics and in the glee club, he turned to the newspaper field for his first job—a reporter for three years on the *Richmond Times Dispatch*. To supplement interesting work by additional earning power, Cecil at the same time engaged in publicity promotion for local concerns. The latter effort proved so remunerative, especially when he produced a most successful educational campaign for Trust Associations, that newspaper work was entirely abandoned in favor of publicity activity.

Convinced of the success which would crown well-planned publicity and advertising, he induced his brother, John H. Cecil, a Princeton University alumnus, to give up a good position as sales manager of a paint and varnish concern to join in creating, in 1915, the Cecil Advertising Co. Planter's Nut & Chocolate Co., Wilkes-Barre, Pa., their first account, was closely followed by the advertising of Maxwell House Coffee, and then that of some large Baltimore concerns, necessitating the opening of a branch office in that city for its supervision.

Further expansion necessitated moving the executive offices from Richmond to New York in 1920, followed seven years later by the organization of Cecil, Warwick & Cecil, Inc., through the association of Paul Warwick.

In the opinion of Cecil, the most interesting thing he ever did in radio was associated with the G. Washington Coffee program on Christmas Eve three years ago. In the belief that the *Sherlock Holmes* program was not appropriate for that night, he made a special trip to Italy to arrange and to perfect one broadcast by the world-famous Sistine Chapel Choir (the Pope's Own Choir) of St. Peter's Cathedral, Rome, for that occasion. Although commercially sponsored, that program enjoyed a tremendously wide and large audience and received much advance favorable publicity and no end of commendation.

In explaining why his concern constantly uses "big artists" on their programs, Cecil says: "It is important to reach a large audience on the first as well as on the thirteenth broadcast. Performers with a following insure, without several broadcasts, the desired large and appropriate audience. Thus, from the start, the program 'goes over big,' producing an immediate and constant favorable result for the large national advertiser."

In discussing the rapid development of commercial broadcasting, Cecil emphasizes what he regards as important in present and future trends, namely:

That merchandising tieup is highly desirable, especially in connection with the program of the national advertiser. All of the clients of his concern use it, on his recommendation.

That the networks are now exercising good judgment, looking to the future of broadcasting, in curbing "the commercial", as in his opinion the advertising announcement ought readily to fit into and be generally accepted as an integral and interesting part of the

(*Continued on page 43*)

## PERSONAL NOTES

MAJ. JOSEPH T. CLEMENT, vice president of RCA Manufacturing Co. in charge of its Washington activities, on Sept. 18 was notified by the Chinese government that he had been awarded the Decoration of the First Class because of services he rendered to the Chinese Communications Mission which visited this country last spring.

H. C. VOGEL, for the last nine years vice-president and treasurer of the Milwaukee advertising firm of Freeze - Vogel - Crawford Inc., has joined the NBC Central Division sales department, Chicago. Before he entered the agency Vogel was with Pfister and Vogel Leather Co., Milwaukee. He was graduated from Cornell University in 1919.

C. L. (Chet) THOMAS, on Sept. 20 submitted his resignation as assistant manager of WINS, New York, to Burt Squire, who recently assumed management of the station. Mr. Thomas had been with WINS for a year and a half, and prior to that was traffic manager of WLW, Cincinnati. He did not disclose his plans.

W. R. WATSON, for a number of years associated with the Midwest Farm Paper Unit, has been added to the commercial staff of WLS, Chicago. He will represent WLS in Chicago, Michigan, Ohio, Missouri and Iowa.

WILLIAM B. GELLATLY, formerly of the CBS sales force and advertising sales representative for the *New York Herald-Tribune* and *Chicago Herald-Examiner*, has joined the local sales staff of WOR, Newark.

JACK MIMS, formerly of KPRC, Houston and the Texas Quality Group, has joined the advertising staff of WSB, Atlanta. Norman Crane, formerly of WHO, Des Moines, and WGN, Chicago, has been promoted to production manager.

J. K. MASON, of the NBC sales promotion department, gave a talk before the Atlantic Coast Premium Buyer's Exposition which was held at the Hotel Pennsylvania, New York, Sept. 23-27, on "Contests and Offers, from the Radio Viewpoint." A round table discussion followed.

GEORGE BIJUR, CBS director of advertising and sales promotion, is conducting an evening course on "The Principles of Advertising" at Columbia University.

LYNDON T. MILLER, KJBS, San Francisco, account executive, representing the San Francisco Speakers Club, on Sept. 10, won the extemporaneous oratorial contest, competing against members of the Advance Club.

J. KELLY SMITH, commercial manager of WBBM, Chicago, is the father of a boy born Sept. 17.

LISLE SHELDON, salesman of KMPC, Beverly Hills, is the father of a girl born in September.

DON GILMAN, NBC West Coast manager and vice president, spoke on "Why Radio Broadcasting" at the annual radio day of the Los Angeles Advertising Club, held Sept. 17. Bert A. Phillips, sales manager of KHJ, Los Angeles, was chairman, and Carl Nissen, commercial manager of KNX, Los Angeles, the official host.

LIONEL K. BRIDGE, formerly with Audisk Corp., San Francisco transcription producers, has joined the sales department of KSFO in that city.

HOWARD S. LeROY, Washington radio attorney, has entered into a partnership with William S. Culbertson, formerly U. S. Minister to Rumania and Ambassador to Chile. The firm name will be Culbertson & LeRoy, with offices in the Colorado Bldg., Washington.

LOUIS G. CALDWELL, Washington radio attorney, returned Sept. 21 on the *Rex* from a seven-week vacation in Egypt and Palestine. Paul M. Segal, Washington radio attorney, and Mrs. Segal returned Sept. 19 on the *Washington* from a vacation in England.

LELAND L. LEVINGER, formerly account executive with the Sidney Garfinkel Adv. Agency, San Francisco, has joined the sales department of KYA, in that city. W. J. Hunt has joined as account executive.

STEPHEN L. FULD, formerly a member of the sales staff of WNEW, Newark, has joined the New York office of Hearst Radio Inc., from which Herbert L. Foote has resigned.

L. B. WILSON, president and general manager of WCKY, Cincinnati, was host at a luncheon at the Brown Hotel in Louisville Sept. 18 in honor of Col. Frank Knox, publisher of the *Chicago Daily News* and leading Republican presidential possibility.

WILLIAM P. MASSING, chief of the FCC License Section, has been named president of the FCC Employes Federal Credit Union, organized to promote thrift by encouraging Federal employe savings accounts. Lieut. E. K. Hett, Engineering Dept., is vice president; Charles J. Ambruster, Accounting Dept., treasurer; Miss Helen A. Marston, Examining Dept., clerk; Harry Westcott, Mail & Files Section, clerk.

SYDNEY B. GAYNOR and Amos T. Baron have joined the sales staff of KHJ, Los Angeles. Gaynor formerly was publicity and advertising director for Southern Counties Gas Co. Baron was sales representative for a New York clothing firm.

L. E. McCUNE, formerly mechanical division manager for the Goodrich Rubber Co., Los Angeles, has joined the sales department of KJBS, San Francisco. He succeeds Gerald J. Norton, resigned.

BARTON PITTS, manager of KFEQ, St. Joseph, Mo., since mid-June, has named J. Ted Branson local advertising manager and Glen Griswold national advertising manager.

PAUL A. BELAIRE, formerly of WPRO, Providence, has joined the sales staff of WBZ-WBZA, Boston-Springfield.

GUY STEWART, formerly manager of the old WLAP, Louisville, and later with WOL, Washington, has been named sales manager of WROK, Rockford, Ill.

# KJR

Seattle, Washington

■

Covers 60% of Washington's population and gives 277,300 families the latest news — seconds after it happens

**THE TOTEM NEWS REPORTER**

is on the air!

■

9:30 a. m. 6:30 p. m.
9:00 p. m.

■

With world wide news from United Press These sensational broadcasts are available for full sponsorship

■

**KJR**

is first in NEWS
5,000 Watts Cleared Channel
For complete information write

**EDWARD PETRY & COMPANY INC.**

New York Detroit
Chicago San Francisco


## BEHIND THE MICROPHONE

REID KILPATRICK, formerly of WJR, Detroit, and Fred L. Edwards, formerly of WKY, Oklahoma City, have joined the announcing staff of WHIO, Dayton. Tom Slater has resigned to join the staff of WLW-WSAI, Cincinnati. Harlan Haines has been named WHIO continuity director. Lester Spencer, new announcer from WOWO, Fort Wayne, Ind., has been placed in charge of special events.

WALTER MORRISON, formerly correspondent on the staff of the *London Times* with a roving assignment, and for the last decade in newspaper work in this country, has joined WHK, Cleveland, as publicity director, according to an announcement by H. K. Carpenter, general manager. He is well-known also as a short-story writer and music critic.

HARRY T. CATTERALL has been named publicity director of WJAY, Cleveland. Wayne Johnson has been appointed program director. Phil Ross, announcer, who had resigned to take a position at WGR, Buffalo, was successful in a CBS audition. Charles Seaman, recently with WSPD, Toledo, and KTUL, Tulsa, has returned to WJAY.

RUSSELL YOUNG, with WAAF, Chicago, for several months, has joined WGN, Chicago, as announcer. He will be married Nov. 29 to Laurette Filibrandt, WAAF actress.

EDWARD DENKEMA has been promoted to the post of studio director of WKZO, Kalamazoo, Mich. Ronald Gamble has been given a full-time announcing job and is musical director.

**SQUAMISH CHIEF — George Wright, veteran announcer of CRCV, Vancouver, was recently crowned a Squamish Indian chief when a tribe of Pacific Coast Indians invaded the studios. His new title is Sa Sayee Sa Nacham (Chief Flying Voice), awarded because he had sent a broadcast which brought distant members of the tribe to the death bed of their chief.**

JERRY DOWNER, formerly of WFBM, Indianapolis, has joined the production staff of KFEL-KVOD, Denver.

TED BRAUN, at one time head of the Thomas S. Lee Artists' Bureau, Los Angeles, has been appointed production manager of the Radio Features Syndicate, new Hollywood script firm.

BENNY KYTE, for the last four years musical director of WJR, Detroit, joined the staff of WXYZ and the Michigan Radio Network Sept. 29. Joe Rockhold, announcer, singer and character actor, has left WXYZ, Detroit, to join WSPD, Toledo, where he is featured in a variety program. George Pickard, announcer on the staff of WXYZ, also goes to Toledo in the same capacity.

ARTHUR H. BECKWITH, formerly a member of the New York Produce Exchange, has been named commercial manager of Radio Events, New York, a radio script library service, it was announced Sept. 23 by Joseph M. Koehler, managing director.

RANNY DALY, formerly director of KFRU, Columbia, Mo., and before that with KFI, KMT, WHB, KNX and WIBW, has been named farm program director of KRNT, Des Moines. David Nowinson, until recently with Norman Alexandroff & Co., Chicago program producers, and formerly continuity chief at WIND, has been appointed to the KRNT continuity staff.

S. MAURICE THOMPSON, studio program director of WCKY, Cincinnati, and a member of the staff since 1929, has gone to WJDX, Jackson, Miss. He was presented with a gold wrist watch by L. B. Wilson, manager of WCKY. James S. Alderman, studio manager, and Lloyd Sullivan, staff pianist, are filling the post temporarily.

HARRISON HOLLIWAY, manager of KFRC, San Francisco, mastered the ceremonies for the Carmel art colony's annual Bal Masque, when part of the festivities were broadcast transcontinentally Sept. 21 over CBS from the Hotel Del Monte, Del Monte, Cal.

FRANK H. STEWART, Jr., has been promoted to production and program manager of WACO, Waco, Tex.

EDWARD N. PALEN, formerly of WROK, Rockford, Ill., has joined WOC, Davenport, Ia., as publicity director. Walter Sheppard, of Chicago, has joined the announcing staff.

WILBERT MARKLE, part-time announcer on WAZL, Hazleton, Pa., has been given a full-time assignment on another Mason-Dixon Group station, WDEL, Wilmington, Del.

MURRAY ARNOLD, well known in Philadelphia radio circles and a former magazine writer, has been named studio director of WFIL, Philadelphia.

KENNETH MILES, announcer and assistant producer of KHJ, Los Angeles, has been named dramatic director. Samuel Pierce, in charge of sound effects, has been transferred to continuity with Lloyd Greekmore replacing him.

EMERSON SMITH, formerly of the announcing staff of KFAB-KFOR, Lincoln, Neb., has been transferred to the Omaha studios of the Central States Broadcasting Co. in the capacity of announcer-salesman for KOIL.

HECTOR CHEVIGNY, continuity writer of KOL, Seattle, who also has been conducting a course in radio writing at the University of Washington, left Sept. 15 for Hollywood where he plans to continue radio work. Art Gilmore, formerly of KWSC, Pullman, Wash., has joined the announcing staff of KOL.

DON BAKER, who has returned from Europe where he gave a series of organ recitals, has joined the staff of WOR, Newark, and is featured in several programs.

W. A. GLEASON, chief announcer of WEHC, Charlottesville, Va., has been named program director succeeding James H. Logan, who has gone to WLVA, Lynchburg, Va. Edward W. Hase, relief announcer at WEHC, has been assigned to a regular position and is dramatic director as well.

**'united' goe's 'associated'**

Associated Music Publishers, Inc. acquire exclusive performing rights in United Publishing Company catalog.

More than 600 popular Hill-billies and Southern Tunes by such well known writers as Jimmy Rodgers, Blue Steele, Bob Nolan, the Carter family and others, are included in the United Publishing Company catalog, and have now been added to the repertoire under the exclusive licensing control of Associated Music Publishers, Inc.

Radio stations that are not AMP licensees are reminded that special license is required for the broadcasting of any 'United' numbers.

*Printed list of titles on request.*

**ASSOCIATED MUSIC PUBLISHERS, INC.**

25 West 45th St. New York City

# 64%

# MORE LISTENERS!

**Four separate surveys by the Ross Federal Research Corporation — one in October, 1934; one in January, 1935; one in April, 1935, and the latest one in July, 1935— show that WDAF is Kansas City's preferred station at all seasons of the year.**

**These four surveys, each for a period of seven days, and each covering the hours of 7 a.m. to 10:30 p.m., represent a total of 20,103 completed calls, or in other words, a composite picture of the listening habits of 20,103 families in the Kansas City area.**

**Each of the four investigations shows WDAF in top place. Taken collectively, they show that WDAF has 64.7% more listeners than has the second Kansas City station.**

**For such a service advertisers might expect to pay a higher rate than for time over other stations. As a matter of fact, advertisers will find that, program for program, period for period, schedule for schedule, WDAF's rates in dollars and cents are actually lower in many cases than those of other Kansas City stations.**

**NOT BY US**

**These surveys were not made by WDAF, but by the Ross Federal Research Corporation. It is the policy of WDAF to quote only the findings of independent auditing concerns of national repute.**

## HOW THEY RANK

The following count of station preferences represents a total of 20,103 completed calls* made by the Ross Federal Research Corporation:

| | |
|---|---|
| WDAF | 8711 |
| 2d Station | 5289 |
| 3d Station | 2418 |
| 4th Station | 1204 |
| All Others | 2481 |
| | 20,103 |

*A completed call as listed here is complete only when the person called states that he has a radio, that the radio is turned on, and he does identify the radio station to which he is listening.

# WDAF

**OWNED & OPERATED BY THE KANSAS CITY STAR**

**610 Kilocycles** **5,000 Watts Day** **1,000 Watts Night**

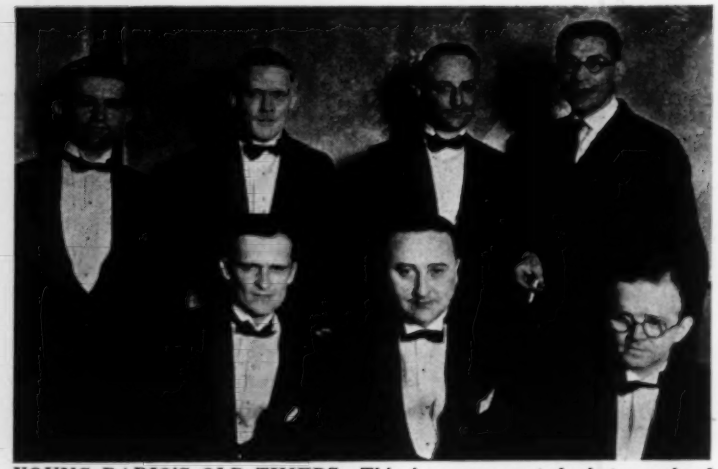
RAY LARGAY, radio, stage and screen actor, and Russ Leddy, actor and producer, have joined the studio staff of WTMJ, Milwaukee. They are writing and producing *Rudolph's Corner Grocery*, a five-weekly series. Stanley Morner, former WTMJ announcer and singer, has been given a seven-year contract with Metro-Goldwyn-Mayer following a screen test. Mrs. Nancy Grey, women's commentator, has returned from a business trip to world fashion centers. George Comte, formerly of WIBA, Madison, Wis., has joined the WTMJ announcing staff.

EARL FERRIS has been appointed to take charge of all arrangements for presenting the *Surprise Interviews* for WINS, New York. It will be Mr. Ferris's job to supply ideas and people for these interviews.

DON THOMPSON, NBC special events announcer in San Francisco, has been assigned to all football game broadcasts for the network in that vicinity. Ernie Smith, sport commentator, is handling the football announcing for KFRC and the CBS-Don Lee network in the San Francisco area.

CARLTON E. MORSE, author and producer of NBC's *One Man's Family*, is scheduled to leave San Francisco Oct. 1 for Radio City, to be gone two weeks. He is to confer with NBC officials. Accompanying him will be Mrs. Morse who is to continue on to London, England, for a brief vacation.

VAN FLEMING, who was heard on the NBC western airlanes as Van of *Van & Don* some years ago, has rejoined the network in San Francisco as producer. He has been on the continuity and production staff of KGW and KEX, Portland, Ore., for the past year. Don McNeil, other half of the team, is an NBC Chicago announcer.



**YOUNG RADIO'S OLD TIMERS—This is a resurrected photograph of a group of famous announcers of radio's earlier days, taken when they made a personal appearance in Kansas City just 10 years ago, in the days when the public actually paid to see the men whose voices were so well known on the wave lengths. Standing, left to right: Harold Hough, the "Hired Hand", now director of WBAP, Fort Worth; John Schilling, WHB, Kansas City; Bill Hay, announcer for Amos 'n' Andy; Gene Rouse, NBC, Chicago. Seated, left to right: George Hay, the "Solemn Old Judge", WSM, Nashville; Leo Fitzpatrick, the "Merry Old Chief", WJR, Detroit; Lambdin Kay, the "Little Colonel", WSB, Atlanta.**

JOHN W. BATES, formerly production director and continuity editor of KSD, St. Louis, has joined WOR, Newark, as announcer and production man.

LES BARNETT has been advanced to program director of W9XBY, Kansas City, replacing Walter Lochman, now handling sports. Don Martin, formerly of other Kansas City stations, has joined the announcing staff.

HAROLD BRATZBERG, formerly on the announcing staff of KOL, Seattle, has joined NBC in San Francisco, in a similar capacity. He succeeds Arthur Lindsay, resigned.

MARVIN YOUNG, NBC announcer in San Francisco, in September was transferred to the Hollywood division's production unit.

FRED BRIGGS has switched from the announcing staff of KGMB, Honolulu, to KGU, in that city.

LOREN CARLBERG, formerly of KGGF, Coffeyville, Kan., has joined the announcing staff of KFBI, Abilene, Kan.

LESLIE EDWARD MARSHALL, formerly of WIP, Philadelphia, as well as other Eastern stations, and before that with XEJ and XER, Mexico, has replaced Alan Trench on the announcing staff of WCAE, Pittsburgh.

D. D. DENVER has been named program director at KFEQ, St. Joseph, Mo.

DUD CONNOLLY, veteran Southeastern announcer, has returned to the announcing staff of WBRC, Birmingham, after a ten-year absence. He succeeds Talbert Morgan, who resigned to take graduate work at the University of Virginia.

WILBUR MORRISON, of Plattsburg, N. Y., has joined the announcing staff of WMFF, that city.

CHARLOTTE CULBERTSON, wife of Howdy Peck, sports announcer of WISN, Milwaukee, has returned to the WISN dramatic staff after a season with the Little Theatre players at Oconomowoc, Wis.

GEORGE COMTE, formerly of WHAT and WIBA, Madison, Wis., has joined the announcing staff of WTMJ, Milwaukee.

FRANK HENNESSEY, formerly of WLAC, Nashville, has joined KLRA, Little Rock, Ark. Leon Sipes has resigned to join KELD, El Dorado.

GARNET GARRISON, chief announcer of WJIM, Lansing, Mich., has taken over production duties of Howard Finch, named sports announcer for Michigan State football games.

WILLIAM McKINNEY, orchestra director of WCMI, Ashland, Ky., has been given a regular announcing assignment.

JAY (Silver-Tongue) SIMS, who joined the announcing staff of KYA, San Francisco, on Aug. 7, has resigned to join NBC in that city, in a similar capacity. He succeeds Robert Waldrop, transferred to NBC's Radio City announcing staff. Herbert B. Allen, formerly on the announcing staff of KROW, Oakland, Cal., succeeds Sims at KYA.

BRUFF OLIN, formerly with KVOO, Tulsa, as news broadcaster, has joined WFBL, Syracuse, to handle International News Service reports. Gertrude Alderman is handling women's programs.

DON HAMBLY, who resigned as production manager of KRE, Berkeley, Cal., on June 15 to join the production staff of KJBS, San Francisco, has returned to his former post, taking on the additional duties of sales representative. George Stuart has been added to KRE's staff as announcer and technician.

KELVIN KEECH and Frank Singhiser have resigned from NBC to free lance. Mr. Singhiser continues on the Lucky Strike show on NBC and Mr. Keech will handle the Wheatena and Sheffield Farms programs. Clyde Kitell has returned to New York from WTAM, Cleveland; Robert Waldrup has been transferred from the San Francisco studios, and Don Wilson is back after several weeks absence due to an operation.

H. L. COOK, formerly of KGHF, Pueblo, Col., has joined the staff of WGCM, Gulfport, Miss., as operator-announcer.

GLENHALL TAYLOR, announcer at KHJ, Los Angeles, late in August was promoted to assistant production manager.

TED KARL, of San Francisco, has been appointed a radio announcer for the *San Diego Exposition*.

RALPH ROGERS, New York radio writer, arrived in Hollywood Sept. 1 for several months' screen and radio writing.

ARTHUR LINKLETTER, in charge of program outlining for the San Diego exposition, resigned Aug. 15 to return to KGB, San Diego, where he has been appointed program director. He succeeded Charles Bullotti who returned to the production-announcing staff of KHJ, Los Angeles.

STEPHANIE WYNN has been added to the continuity staff of KRNT, Des Moines. In addition, Miss Wynn, who sings, will be heard in several programs during the week.

GARDNER OSBORNE, who recently was part owner in a Hollywood production firm, in August became associated with the Zanff-Evans talent agency, Hollywood.

JACK SHELDON, formerly of WMCA, New York, has joined the staff of WLLH, Lowell, Mass.

BOB DUMM, after an absence of two months, has returned to the announcing staff of KSFO, San Francisco.

JEAN DUNCAN, traffic manager of KGW-KEX, Portland, Ore., for five years, was married in August.

JERRY LEE PECHT, announcer of KFOR-KFAB, Lincoln, Neb., was married recently to Miss Elaine Mann, of St. Louis. Richard Smith, KFOR announcer, has resigned to teach in West Point Nebraska schools.

GENE P. LOFFLER, production manager of the Omaha studios of KFOR, Lincoln, Neb., is the father of a girl born in September.

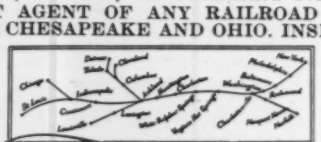
G. LEONARD WHITEHORNE, remote service manager of WRVA, Richmond, Va., is the father of a boy born recently.

J. NEIL REAGEN, announcer of WOC, Davenport, Ia., was married recently to Miss Ruth Elizabeth Hoffman, of Des Moines.

*It's got what it takes—*
*to make your trip a "KNOCK-OUT"*

1 Convenient Departure
2 Dependable Schedule
3 Genuine Air-Conditioning
4 Observation Lounge Car
5 Library Lounge Car
6 Radio Entertainment
7 Tavern Diner
8 Exemplary Service
9 "Sleep Like a Kitten"
10 Arrive "Fresh As a Daisy"

THE GEORGE WASHINGTON · THE SPORTSMAN · THE F. F. V.
*The Finest Fleet of Genuinely Air-Conditioned Trains In the World*
THE TICKET AGENT OF ANY RAILROAD CAN ROUTE YOU ON THE CHESAPEAKE AND OHIO. INSIST UPON IT!



George Washington's Railroad
CHESAPEAKE and OHIO Lines
Original Predecessor Company Founded by George Washington in 1785

1785 — ONE HUNDRED AND FIFTIETH ANNIVERSARY — 1935

International News Photo

# BRIDGING GAPS is a SAN FRANCISCO SPECIALTY!

● Over San Francisco Bay, the world's two largest bridges are being constructed. ● BUT...There is a third bridge already constructed where your sales and advertising engineers can overcome the difficult hurdle of sales resistance. AND THAT IS... ● More sales from your consumers and dealers, or, the need of new outlets on the Pacific Coast, at the lowest cost, through the facilities offered by KYA. ● KYA is "YOUR BRIDGE" for more sales, as its programs and signal strength is keyed to fit the taste of the populace that lives within this rich market.

**KYA**
1000 WATTS

# WBAL

**plays the scale of human emotions daily---drama, amusement, music, fashions, health and news.**

**Programs produced to appeal to every listener in the WBAL market area of over 4,000,000.**

**There is still some open time available.**

●

***You SELL Maryland when you BUY WBAL***

**WBAL**

**Basic Station, National Broadcasting Company**
**BLUE NETWORK**
**Maryland's Only High Powered, Clear Channel Station**
**10,000 WATTS** **1060 KCS.**

W A B L

ITALIAN BALM · BOURJOIS
MAYBELLINE · PEPSODENT
TASTYEAST · WOODBURY
PHILLIPS · ALKA SELTZER
JERGENS · PRINCESS PAT
CHESTERFIELD · GILLETTE
OMEGA · BRIGGS
REM · VICKS
FITCH · PINEX
BAYER · LUXOR
JUNIS · KOOL
ENO · IPANA
DILL'S · CAMEL
EXLAX · CUTEX
COTY · ANACIN
VINCE · TANGEE
CONTI · NOXEMA
MOLLE · LYON
LADY ESTHER · OLD GOLD
UNITED DRUG · BROMO SELTZER
SAL HEPATICA · LUCKY STRIKE
COLGATE · ODORONO
FLEISCHMANN · ST. JOSEPHS
LISTERINE · KLEENEX

## NEED WE SAY MORE?

● This advertisement names some of the drug, cosmetic and tobacco products that have found HEARST RADIO stations a direct influence in fixing the consumers' buying habits since the first of this year.

● Millions of men and women have heard these nationally-advertised products "air-casted" through the facilities offered by HEARST RADIO stations, at only the cost of keeping their radio tubes and sets in proper condition.

● HEARST RADIO listeners BUY... this has been substantiated time-and-time again.

LET'S TELL YOU MORE AND WHERE YOU'LL GO WITH HEARST RADIO STATIONS.

# HEARST RADIO

*Representing*

| | | | |
|---|---|---|---|
| PITTSBURGH | WCAE | BALTIMORE | WBAL |
| NEW YORK | WINS | MILWAUKEE | WISN |
| SAN FRANCISCO | KYA | LOS ANGELES | KEHE |

HEARST MAGAZINE BUILDING
959 EIGHTH AVENUE
NEW YORK
COLUMBUS 5-7300

HEARST BUILDING
MARKET AT THIRD
SAN FRANCISCO, CAL.
DOUGLAS 2536

HEARST BUILDING
326 W. MADISON ST.
CHICAGO, ILL.
CENTRAL 6124

GEORGE A. BAKER, formerly of WHN, New York, has joined the announcing staff of WFIL, Philadelphia.

HUB WARNER, formerly of WDGY, Minneapolis, has joined the announcing staff of KDLR, Devils Lake, N. D. George Holt, assistant announcer and control operator, has returned to Gonzaga University, Spokane.

JOHN VAN SANT has been given a full-time position according to G. E. Joy, manager of WRAK, Williamsport, Pa. Lillian Lupton has been named studio hostess. Wright Mackey, formerly of WORK, York, Pa., is program director.

KIMBALL S. SANT, formerly production manager at WHDH, has joined the announcing and production staff of KQW, San Jose, Cal. Jack T. Murphy, has resigned from KQW to free lance.

JOSEPHINE COSTANZO, typist for NBC in San Francisco, was secretly married Aug. 21 to Bob Robb, young San Francisco advertising executive.

HENRY MORGAN, formerly with WCAU, Philadelphia, has joined WEBC, Duluth, as chief announcer.

MURRAY ARNOLD, production manager of WIP, Philadelphia, also has assumed the duties of chief announcer. George Barrie has left the announcing staff to join the cast of *March of Time*.

RUSS JOHNSTON, reported in the Aug. 15 issue of BROADCASTING to have resigned from KGFJ, Los Angeles, to join a gold mining expedition, advises that this was erroneous. He is continuing production schedules with the Hollywood office of Radio Transcription Co. of America. He has purchased a small ranch and is building a ranch-house and states: "To date I can't even find the carrots and onions I planted, much less finding any gold."

## Kolster and Hazeltine Nominated for IRE Post

BALLOTS for 1936 officers of the Institute of Radio Engineers have been sent out to the membership, with instructions that they be counted after Oct. 25. Nominated for president are Dr. Frederick A. Kolster, inventor and research engineer of the International Communications Laboratories, and L. A. Hazeltine, inventor and professor at the Stevens Institute.

For the vice presidency, an honor which always goes to a foreigner, the IRE committee has nominated Valdemar Poulsen, of Denmark, and K. W. Wagner, of Germany. Nominated for directorships, three to be elected, are E. H. Armstrong, Columbia University; W. R. G. Baker, RCA Mfg. Co.; H. H. Beverage, RCA Communications Inc.; V. M. Graham, Stromberg-Carlson Co.; George Lewis, Arcturus Radio Tube Co.; A. F. Van Dyck, RCA License Laboratory.

## Kellogg Seeks Ideas

TO AID in building radio programs, the "Singing Lady" of the Kellogg Co., Battle Creek, Mich. (food) has invited the public to suggest new ideas for story material for juvenile broadcasts. The sponsor is offering more than a thousand cash prizes for the most constructive suggestions. The program is broadcast five days weekly over an NBC-WJZ network, 5:30-5:45 p. m., with repeat at 6:30. N. W. Ayer & Son Inc., Philadelphia, is the agency.


New Magnificent Quarters

# PHENOMENAL EXPANSION

New 5,000 Watts Power

And WCAE continues to give you a broadcasting service second to none in the Pittsburgh Trading area.

●

With WCAE you get:

The bulk and the best of the audience.

Almost a million more listeners with installation of our new 5,000-watt transmitter.

Priceless audience confidence.

WCAE

PITTSBURGH · BASIC NBC RED NETWORK

National Representative:

HEARST RADIO — NEW YORK — CHICAGO — SAN FRANCISCO

**Everywhere That Jean Goes**

HER RADIO is sure to follow. For daddy, E. S. Darlington, pioneer General Electric radio engineer, built a little radio set that five-year-old Jean trundles around with her in a small cart. The set is permanently tuned to her father's amateur station, and when she is wanted at home, the order goes out via radio. When Jean was an infant, Mr. Darlington rigged up a phonograph in her bedroom that automatically played a lullaby when she awoke at night, a loudspeaker in his room being connected to the nursery where a phonograph was connected with a control button by his bed.

## Hill - Billy Song Catalog Now Controlled by AMP

ACQUISITION of exclusive control of the performance rights of the United Publishing Co. catalog, said to comprise the best known hill-billy tunes, was announced Sept. 20 by Associated Music Publishers Inc., of New York. AMP has licensed a number of broadcasting stations for use of its regular catalog, as supplemental to that of American Society of Composers, Authors & Publishers.

The United Publishing Co. catalog, comprising approximately 600 numbers, according to AMP, has never been under the control of ASCAP, as has been generally assumed. "Although closely affiliated with the Southern Music Co.," said the announcement, "it has always been an independent unit, under private ownership. It was originally started as a publishing outlet for tunes acquired and recorded by Victor and while all of the numbers are recorded it said that all are not available in printed form. Among the authors are Jimmy Rodgers, Blue Steel, Bob Nolan, 'Fats' Waller, and the Carter Family."

## IN THE CONTROL ROOM

LAVERNE POAST, graduate of the University of Wisconsin department of electrical engineering, and Ronald H. Culer, graduate of the same department at the University of Michigan, have joined the staff of Jansky & Bailey, consulting radio engineers in Washington. The Jansky organization now has eight staff engineers.

HOWARD FRAZER, formerly chief engineer of WPEN and WRAX, Philadelphia, and chief consulting engineer of General Broadcasting System, has joined WDAS, Philadelphia, as chief engineer. Frank Untelberger has been placed in charge of maintenance and remote broadcasts.

RAY SCHROEDER, who received his radio training at the RCA Institute and who was formerly head of the electrical appliance department of a leading chain department store, has taken over the duties of chief engineer at WJJD, Chicago.

J. R. POPPELE, chief engineer of WOR, Newark, on Sept. 27 addressed a group of students taking the radio broadcasting section of courses offered by RCA Institute on "Desirable Personal Characteristics of the Broadcast Engineer."

CHARLES BRANNON, formerly of WCLO, Janesville, Wis., and George Kovell, of WTAQ, Eau Claire, Wis., have joined the control staff of WDAY, Fargo, N. D. Julius Hetland, WDAY chief engineer, has installed a stabilized feed-back at the transmitter.

ROBERT CONNER, formerly of WHA, Madison, Wis., has joined the engineering staff of WMBD, Peoria, Ill.

HAROLD PRICE, remote operator of KDLR, Devils Lake, N. D., who is an aviator, was awarded the Tellner Sportsmanship Trophy at the Jamestown, N. D. air meet. Bert Wick is back after spending the summer operating sound systems at Western fairs.

GLENN THAYER, formerly of WLNH, Laconia, N. H., has joined the engineering staff of WJIM, Lansing, Mich.

GEORGE McELRATH, NBC operating engineer, Radio City, and Miss Gene Weston, of Amityville, Long Island, were married Sept. 14. O. B. Hanson, NBC chief engineer, was best man. The couple sailed for a Bermuda honeymoon.

DAVID C. WOODS, of the control staff of WRVA, Richmond, Va., is the father of a third daughter born recently.

ELMER THIERBACH, engineer of WTMJ, Milwaukee, was married recently to Miss Anita Barrett, of Milwaukee.

## BBC Names U. S. Contact

THE FIRST "ambassador" of a foreign broadcasting system to be sent to the United States will be Felix Greene, British Broadcasting Corp. staff member, who will establish headquarters in New York toward the end of the year. Official announcement of his appointment as BBC representative for North America was made by the BBC in September. The BBC thus follows the examples of the American networks which were the first to send "correspondents" abroad to act as arrangers and announcers of relay programs. NBC has Fred Bate in London and Dr. Max Jordan in Basle, Switzerland, while CBS has Cesar Saerchinger in London.

# A "NATURAL"

## So They Say

**"Director of Music at WINS"**

Louis Katzman, well-known director, has been named musical director of WINS, New York under an exclusive contract for the metropolitan area. He will take charge of the musical division Oct. 1. The director has been identified with 42 network programs in the last four years.

*—Broadcasting, September 15*

Louis Katzman moves into WINS, New York, as musical director Oct. 1. Alfredo Antonio, who's been holding down the post for some time, remains for pianology chores.

*—Variety, September 11*

Louis Katzman was appointed musical director of WINS yesterday by Burt Squire, manager of the station. Katzman will have complete charge of the station's musical presentation. He was last heard on the air with the George Gershwin series.

*—New York American, September 10*

Louis Katzman, the network band leader, has been made musical chief of WINS.

*—Ben Gross, Radio Editor*
*Daily News, September 11*

Louis Katzman has been appointed musical director of WINS.

*—New York Times, September 15*

**"Hold That Line!"**
**"Watch That Kick!"**

Ah, My Friends, 'tis an ambitious and pretentious football schedule that officials of WINS have planned for the 1935 season, in keeping with the sports traditions of this up and coming station!

Major colleges whose games with Manhattan College at Ebbets Field will be broadcast via WINS to date include Louisiana State University, Holy Cross, North Carolina State, LaSalle University and Georgetown. WINS will also broadcast, exclusively, play-by-play descriptions of the professional games played by the New York Giants and the Brooklyn Dodgers.

In addition to the actual play-by-play descriptions WINS will present a series of college programs, a half-hour in length, featuring short talks by famous alumni of the school to be honored.

The football broadcasts on WINS start September 21, at 2:30 p. m., when Manhattan College meets Niagara. Earl Harper will do the announcing.

*—Daily Mirror, September 14*

WINS, New York, to air all football games of N. Y. Giants and Brooklyn Dodgers, both professional gridiron groups, this year. Earl Harper handling the m. c. job.

*—Variety, September 11*

Station WINS reports it is planning "a most pretentious football schedule."

*—New York Times, September 15*

LET'S TELL YOU MORE ABOUT THESE "NATURALS" AND ABOUT OUR OTHER TESTED PROGRAMS WHICH WE KNOW HAVE PULLED RETURNS AND SALES IN THE NEW YORK MARKET. FOR RATES ADDRESS

# WINS

**114 East 58th Street**

**"Song Bird from Met"**

WINS sends in a flash to the effect that it has signed Myrtle Leonard, Metropolitan Opera contralto, whose voice is likened by her teacher, Francis Stuart, to that of the great Schalchi.

Her story is of the Horatio Alger type. She rose from a piano player in pigtails in a Wild West Nicolodeon to her present status as the country's most promising contralto. From timidity and uncertainty to the poise and assurance of stardom. She amazes the critics with her depth and musicianship. You'll hear her on WINS thrice weekly, starting Monday at 6:15 P. M.

*—Nick Kenny, Radio Editor*
*Daily Mirror, September 11*

One of the most attractive contralto voices that has come into the parlors in months is that of Myrtle Leonard, new "Met" songbird on WINS . . . One trouble with radio is that there are not enough contraltos and too many sopranos.

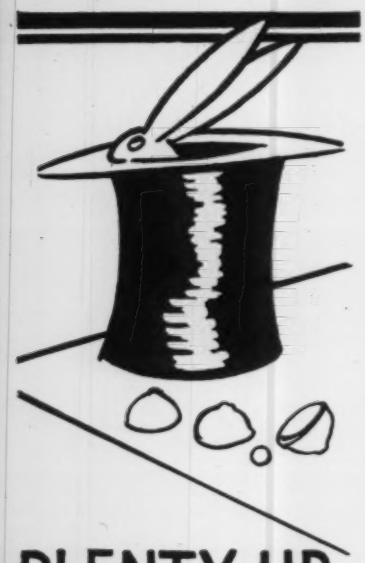
*—Louis Reid, Radio Editor*
*N. Y. American, September 18*

WINS: Inaugural of a Monday, Wednesday and Friday series by Myrtle Leonard, Met Contralto, a youthful prodigy, whom the station has signed for a record period of two years, 6:15 P. M.

*—Mike Porter, (Aircaster)*
*N. Y. Evening Journal, September 14*

**NEW YORK, N. Y.**

**National Representative: HEARST RADIO,** New York, Chicago, San Francisco



PLENTY UP *OUR* SLEEVES GENTLEMEN!

THATS WHY EVERY ISSUE OF BROADCASTING IS PACKED WITH INTERESTING COPY

☐ $3.00 for ONE YEAR—

☐ $5.00 for TWO YEARS or for Two ONE-YEAR subscriptions.

☐ $10 for FIVE ONE-YEAR subscriptions.

Canadian and Foreign Subscriptions $4.00 per year.

Please enter my subscription to BROADCASTING, including the 1936 YEARBOOK Edition. Check is enclosed.

Name _____

Address _____

City _____

State _____

Firm Name _____

Your Position _____

BROADCASTING
Broadcast Advertising

National Press Bldg., Washington, D. C.


# *Ma and Pa and Mike*

*(Continued from page 20)*

of bigger networks. There's more to it than that, I've been selling bigger customers bigger packages of time. In the old days, almost everybody bought a quarter-hour once or twice a week. Look at it now. Look at these packages I'm shipping this week! Two hours for Ford. Two half-hours each for Chesterfield and Camel. Five quarter-hours for Wrigley. An hour and a half for Campbell's. Why, that eats up the time that ten or 15 advertisers used to buy in smaller packages in the old days. And you know I only have just so much time to sell.

PA: *(a little puzzled but still stubborn)* But statisticks don't lie. Y'still lost 400 customers.

MIKE: Oh, so they don't lie? Don't be so Cross-ley with me, Pap. And listen to this if you like statistics:

In 1928, *30* of the 100 biggest advertisers used network broadcasting.

In 1930, *48* of the 100 biggest advertisers used network broadcasting.

In 1932, *54* of the 100 biggest advertisers used network broadcasting.

In 1932, *54* of the 100 biggest advertisers used network broadcasting.

And in 1935, *68* of the 100 biggest advertisers are using network broadcasting.

How's that for a success story? *(Waxing enthusiastic)* And I'll tell you something else! It's the big companies that know their advertising groceries. They don't buy on hunches, but facts. And 80% of them are "repeaters" right now. But I haven't any more time to argue.

MA: Y'must admit the lad has a lot of steady P.T.'s, Pa.

PA: They're the D.T.'s to me!

MA: A pretty wit, Pa. That's more like ye. *(Sighs)* Now this is like old times—just fightin' among ourselves. That's the way it ought to be—after the store is all closed up. I like a good scrap as well as the next one. But for pity's sake, Pa, stick to sellin' your own goods when the cash customers are here instead of knockin' Mike's. *(Suspiciously)* Seems to me y'take a swipe at my beddin' department now an' then, too, y'rascal. What was that y'said about my monthly salesbolsters and my weekly innersprings for debilitant dealers?

BIZ: *Voices outside door—sounds of pounding on door—several voices ad lib.*

**Open up!**

**We want to see Mike!**

**Open the door!**

*Sound of door being shaken.*

MA: For heavens sake! Who's trying to break down the door at this ungodly hour of the night? Oh dear, mebbe it's burglars!

PA: *(peering timidily through window)* No, it's half a dozen of Mike's customers. *(Gloatingly)* And they look as mad as bees. They're after Mike!

MA: *(bustling into her four-color apron)* Ah me, 'tis on your own head, Pa. 'Tis you that's stirred 'em up. But turn on the lights and open up. Mebbe I can sell 'em some nice inside coverlets while they're here.

MIKE: *(striding forward)* Out of the way, I'll let them in.

ANNOUNCER: What is the meaning of this visit of Mike's customers? What brings them through the night to the door of Ad-Town's General Store? What lies ahead for Mike? Another five-minute script of PA and MA and MIKE will be sent to you next week at this time—full of thrills, packed with action. Don't miss it!


WFBL

Yes!
OCTOBER STARTS WITH A FULL EVENING SCHEDULE

BUT WE STILL HAVE SOME DESIRABLE morning and afternoon periods that we know will get business for the advertiser whose products are distributed in Central New York State.

*Take advantage of the 5,000 watt daytime power of WFBL.*

SYRACUSE, NEW YORK


## WDAS Is Enjoined For Waring Record

### NAB Joins Station in Defense Of Suit for Performance

TO DEFEND the right of broadcasting stations to use phonograph records without prior permission of the artist, the NAB has decided to cooperate with WDAS, Philadelphia, against which an injunction is sought by Fred Waring, orchestra leader who recently was elected president of an organization having as its purpose prevention of performances of phonograph recordings over the air. James W. Baldwin, NAB managing director, announced Sept. 25 the NAB would cooperate with the Philadelphia law firm of Carr & Krauss, counsel for WDAS, in the defense.

The suit against WDAS, seeks to enjoin it from performing Waring recordings for broadcasting purposes, either commercial or sustaining. It brought out that the RCA Victor record of the Waring orchestra contained a notice that it could not be used for broadcasting. Waring claimed that use of these records is a "serious menace" to his business, interests, rights, contractual engagements and income, and that the continued "illegal" use would "seriously injure" his contractual and property rights.

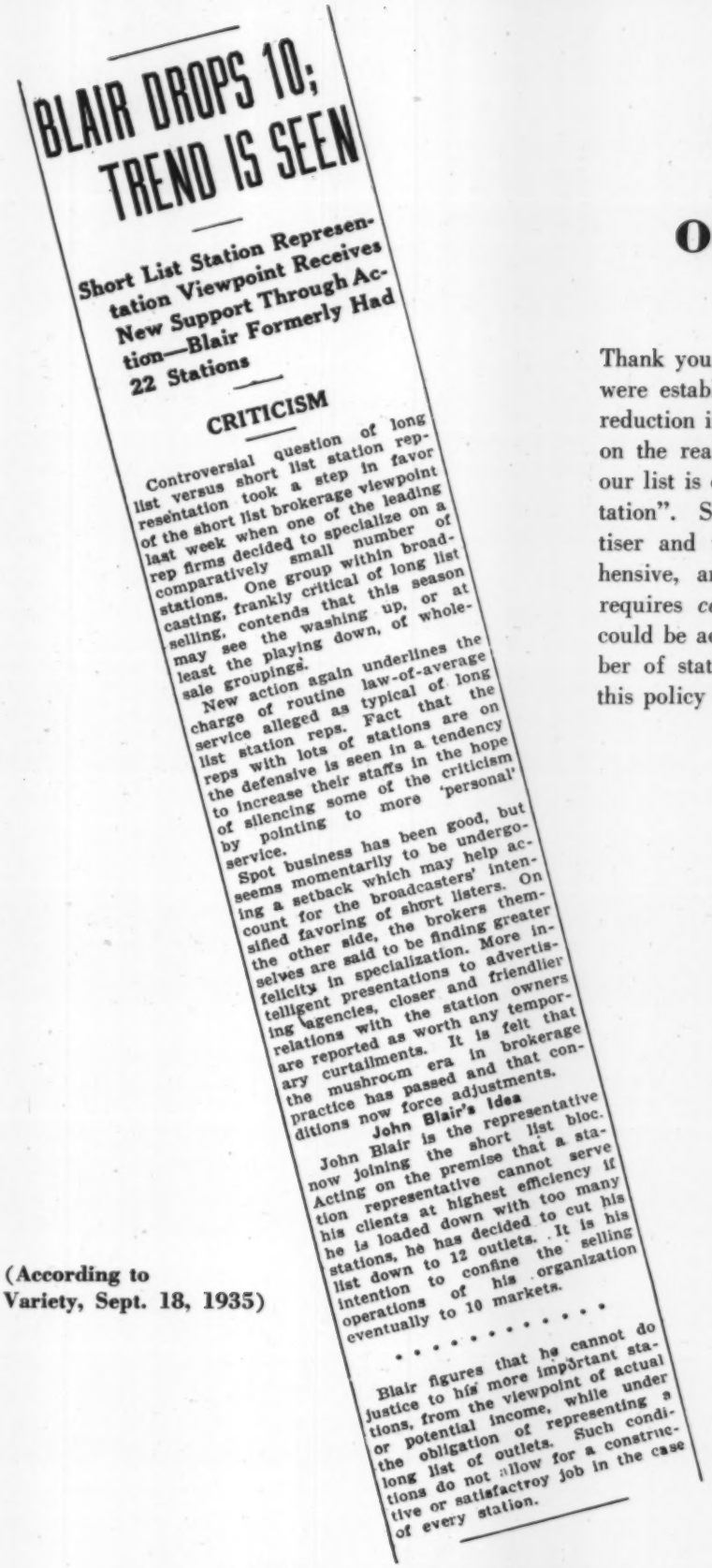
#### No Court Decision

THERE has never been a court decision upholding the right of the recording artist to prevent performance of his works. Broadcasters have contended that in purchasing the records, they pay a 2-cent royalty to the performer covered in the purchase price, and that the musical compositions themselves are covered in their performing rights contracts from ASCAP or other copyright owners.

W. Maurice Steppacher, secretary-treasurer of WDAS, said that the station has only one recording by Waring and as it plays only those selections for which requests are made, this record was performed "only at the insistence of some one who first phoned in the request and then was obliged to write in for it according to station rules."

## Molle Takes Vox Pop

MOLLE Co., Bedford (shaving cream) will return to the airwaves on Sunday, Oct. 6, 2:30-3 p. m., over the NBC-WEAF network. *Vox Pop*, which was sponsored by Standard Brands Inc., for Fleischmann's Yeast, will be the program. Standard Brands released *Vox Pop* Sept. 29. Jerry Belcher and Parks Johnson will continue to conduct the interviews on the streets of New York. Stack-Goble Adv. Agency, New York, handles the account.



# BLAIR DROPS 10; TREND IS SEEN

**Short List Station Representation Viewpoint Receives New Support Through Action—Blair Formerly Had 22 Stations**

## CRITICISM

Controversial question of long list versus short list station representation took a step in favor of the short list brokerage viewpoint last week when one of the leading rep firms decided to specialize on a comparatively small number of stations. One group within broadcasting, frankly critical of long list selling, contends that this season may see the washing up, or at least the playing down, of wholesale groupings.

New action again underlines the charge of routine law-of-average service alleged as typical of long list station reps. Fact that the reps with lots of stations are on the defensive is seen in a tendency to increase their staffs in the hope of silencing some of the criticism by pointing to more 'personal' service.

Spot business has been good, but seems momentarily to be undergoing a setback which may help account for the broadcasters' intensified favoring of short listers. On the other side, the brokers themselves are said to be finding greater felicity in specialization. More intelligent presentations to advertising agencies, closer and friendlier relations with the station owners are reported as worth any temporary curtailments. It is felt that the mushroom era in brokerage practice has passed and that conditions now force adjustments.

**John Blair's Idea**

John Blair is the representative now joining the short list bloc. Acting on the premise that a station representative cannot serve his clients at highest efficiency if he is loaded down with too many stations, he has decided to cut his list down to 12 outlets. It is his intention to confine the selling operations of his organization eventually to 10 markets.

. . . . . .

Blair figures that he cannot do justice to his more important stations, from the viewpoint of actual or potential income, while under the obligation of representing a long list of outlets. Such conditions do not allow for a constructive or satisfactroy job in the case of every station.

**(According to Variety, Sept. 18, 1935)**

# Sincerity of Purpose

Thank you, Variety. It didn't occur to us that we were establishing a precedent in effecting a sharp reduction in our list. The decision was based first, on the realization that *each and every* station on our list is entitled to aggressive "*Selling* Representation". Second, to enable us to render the advertiser and the agency a more complete, comprehensive, and intelligent service. Naturally, this requires *concentration*. We did not feel that it could be accomplished except by limiting the number of stations represented. It is our belief that this policy is sound.

★ ★ ★

STATIONS REPRESENTED

| | |
|---|---|
| Columbus, Ohio | WBNS |
| Des Moines, Iowa | KSO |
| Des Moines, Iowa | KRNT |
| Detroit, Michigan | WWJ |
| Houston, Texas | KTRH |
| Los Angeles, Calif. | KNX |
| Omaha, Nebraska | WOW |
| Phoenix, Arizona | KTAR |
| St. Paul-Mpls., Minn. | KSTP* |
| Salt Lake City, Utah | KDYL |
| Shreveport, La. | KTBS |
| Shreveport, La. | KWKH |
| Waterloo-Cedar Rapids, Ia. | WMT |

**Iowa Broadcasting System**

*Represented in territory outside New York.

# JOHN BLAIR & COMPANY

| NEW YORK | CHICAGO | DETROIT | SAN FRANCISCO |
|---|---|---|---|
| 341 Madison Avenue | 520 North Michigan Avenue | New Center Building | 485 California Street |
| Murray Hill 2-6084 | Superior 8660 | Madison 7889 | Douglas 3188 |

"Plug" Kendrick
says:
"SPOTS? First choice of smart spot broadcast users in Hoosier markets is . . . . WIRE"
Formerly WKBF
INDIANAPOLIS
1400 KC
D. E. (Plug) Kendrick
V. P. & General Mgr.
NBC Affiliate
Represented by
PAUL H. RAYMER CO. · N. Y. · Chicago


# Merchandising Notes

**Squibs Peace Promotion—Shadow Lamps—Mobil Magazine—Robin Hood Newspaper—WMAQ's Policy**

E. R. SQUIBB & SONS, New York (drug products), sponsoring *To Arms for Peace* on 51 CBS stations, Thursdays, 9:30-10 p. m., is displaying specially designed forms in 35,000 drug stores on which the public will be able to pledge support to the President and Congress "for all they may do to keep war from this country."

Explaining his company's sponsorship of the *World Peaceway Series*, featuring persons prominent in public life, Theodore Weicker, executive vice president of Squibb, said the program is in line with the company's policy of devoting its advertising to educational and welfare movements. In connection with the promotion of peace, he said: "We hope that this ideal may become a reality. Behind every project of human beings, hope has been a major force. In undertaking this new expression of the desire of the House of Squibb to contribute to human progress and welfare, we are strongly motivated by a hope that peace shall some day be a reality, and by a firm conviction that all that human beings are doing and will do to achieve peace will stem from the hope we share with millions." Geyer, Cornell & Newell Inc., New York, is the agency.

* * *

STARTING with the first anniversary Sept. 13 of its *Witches Tales* program on KHJ, Los Angeles, Wilshire Oil Co., that city (Economy gasoline), is offering "shadow lamps" weekly for best letters on "Why I Patronize an Independent Economy Dealer". The anniversary program was increased to a full hour. Dan B. Miner Co., Los Angeles, has the account.

* * *

YOUNG listeners to *Robin Hood Junior*, juvenile serial broadcast twice weekly over WBBM, Chicago, for Central Shoe Co., St. Louis (Robin Hood shoes), have not only a club, "The Archers Club", but a newspaper as well to which they are invited to send contributions and which is published from time to time (supposedly by Robin Hood Jr.), giving the sponsor an excellent opportunity to back up his broadcasts with a most effective form of direct mail advertising. Morenus Adv. Agency, Chicago, is in charge.

* * *

THE PROGRAMS of Ellis VanderPyl, sales manager and sports announcer of WGAR, Cleveland, "have sold more suits and topcoats for us than any other medium of advertising", according to James Riley, general manager of nine Northern Ohio Bond Clothes stores. The Bond schedule includes six five-minute sports periods weekly with additional football scores during the season. Listeners picking the highest percentage of football winners each week get Bond merchandise and other prizes.

* * *

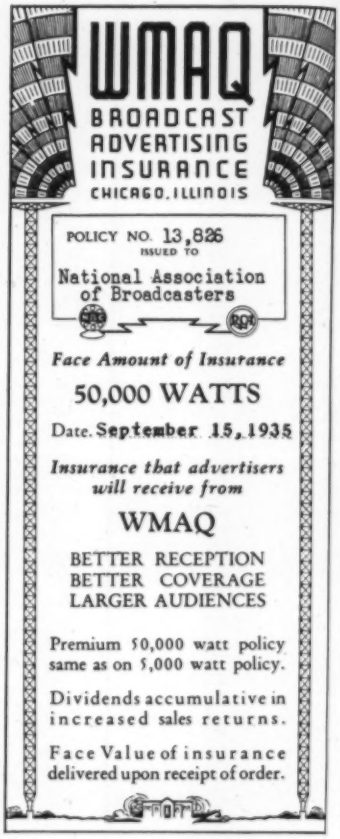
"MOBIL MAGAZINE", produced for a weekly half hour from KHJ, Los Angeles, to stations of the Don Lee network since January of this year for the General Petroleum Corp., Los Angeles, has largely been responsible for an increase in sales. Newspapers and outdoor med.a were used to supplement the broadcasts.

Percentages released by the agency, Smith and Drum Inc., Los Angeles, indicate that Mobil gas sales were up 14.5% for the first seven months of 1935 as compared with the previous year. Mobiloil sales were up 33.6% for the same period of the year as against 1934. The July figures showed gas sales up 44% over the '34 July, and oil sales up 36% for the same month.

The *Mobil Magazine* uses David Broekman's Orchestra, soloists and choir in musical pages including the hit song of the week, a musical specialty and grand finale with dramatic interludes devoted to a news oddity, humor in the news and interviews. The commercials use the opinions of historical characters, screen stars and "everyday people".

* * *

ON OCT. 6, opening day of the Milk Foundation's *Stars of the Milky Way* broadcasts over WBBM, Chicago, some 700,000 householders in the Chicago area will find eight-page rotogravure booklets describing the programs on their back porches along with the morning milk.



**WMAQ POLICY—Here is the portion of the "insurance policy" submitted to prospects.**

* * *

SOMETHING new in station promotion is the "insurance policy" sent out by WMAQ, Chicago. Dressed in an oil paper jacket, the policy is numbered, personally addressed, gives "premium" rates, benefits, and is signed personally by executives of the station. An inside spread gives a pictorial view of the transmitter and studios.

Decorations are in a radio motif, and prospects are informed that the insurance is in effect "during the life of advertising contract". The title is "WMAQ Broadcast Advertising Insurance, Chicago."

* * *

SCOTT & BOWNE Inc., Bloomfield, N. J. (Scott's Emulsion) in its trade publication ads has this to say regarding its new radio series: "It is a well known fact that news broadcasts are the quickest and biggest audience builders." The sponsor is using two-color ads in drug publications to announce the prize contest and the new series of programs.

* * *

GENERAL PEROLEUM Corp., of California, Los Angeles, uses deftly dramatized commercial announcements in its Don Lee-CBS program keyed from KHJ, Los Angeles, occasionally enlisting the unwitting opinions of famed historical figures, screen notables, or plain, every-day folks of today.

* * *

A FREE cake of Fairy soap was offered radio listeners who would write for it by Rosaline Greene in the last ten days of her current events broadcasts for Gold Dust Corp., New York, over WOR, Newark. Some 2400 requests were received.


*NOW OPERATING ON 890 KILOCYCLES*

# KFPY

*Spokane, Washington*

*ANNOUNCES A*

# RATE ADVANCE

**Effective October 15**

All contracts signed before October 15, 1935, will be accepted at the old rate. All current advertisers may renew immediately, dating renewals from expiration date of current contracts, at the old rate.

## Over 90% Renewals

Despite KFPY's HIGHER LOCAL RATE, over 90% of KFPY local advertisers have renewed during the past year. Take a tip from these local advertisers—they KNOW where their business comes from.

●

REPRESENTATIVES

J. H. McGILLVRA
485 Madison Avenue
NEW YORK

GEORGE W. BESSE
Palmolive Building
CHICAGO

WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., LOS ANGELES

WALTER BIDDICK CO.
601 Russ Building
SAN FRANCISCO

TO INCREASE home deliveries of ice cream, Baum's Ice Cream Co., Cleveland, is using WGAR to announce that home deliveries will be made immediately upon phone calls and that with each quart of ice cream a picture of Hank Miller's *Ozark Mountain Boys* will be delivered. The phone number of the ice cream company is given in the broadcast and the phone board is clogged with calls immediately after the number is announced. The idea is that of Frank Miller, President and General Manager of Baum's. Brothers Adv. Agency, Cleveland, has the account.

* * *

AN UNUSUAL tie-up between mercantile establishments and a gasoline distributor was effected through the *Mel Harder* program of the Pocahontas Oil Co. on WGAR, Cleveland. Merchants in the immediate vicinity of each gasoline station, who featured Blue Flash specials to tie-up with Blue Flash gasoline, placards being furnished by the oil company, report that Blue Flash Day was successful. The agency is Griswold-Eshleman Co., Cleveland.

* * *

ANXIOUS to land the *Jimmy Allen* transcription series sponsored by Skelly Oil Co., Kansas City, WOC, Davenport, staged a model airplane meet similar to the Skelly events. The meet was a success. So was the station's promotion stunt, a contract resulting.

## James McCosh Cecil

(*Continued from page 33*)

program. Everybody at Cecil, Warwick & Cecil, he mentions, "takes a hand" in shortening and perfecting the commercial.

That the restriction of radio advertising in the slighest degree offensive is a forward step which will still further popularize broadcasting, by insuring even larger and more appreciative audiences.

While Cecil feels that many transcriptions are well nigh perfect from the recording standpoint, his agency uses them to small extent "because 'live' programs possess a certain 'charm' and some stations fail to handle transcriptions with the exacting care so necessary with the local announcement."

In outdoor sports, tennis is a decided favorite with Mr. Cecil, although he derives much pleasure from golf.

Away from business, if he is not indulging in his indoor hobby—listening to the radio—or if he is not surrounded by his three children, two girls and a boy—membership in the University Club of New York, New York Advertising Club, Sons of the American Revolution, and the Country Club of Virginia, afford him his recreation and social contacts.

## Buffalo Station Is WBNY

WBNY will be the call letters of the new local station in Buffalo, N. Y., authorized last month by the FCC upon application of Roy L. Albertson, former general manager of WEBR of that city. At the same time the FCC announced assignment of the call KRNR to the new station in Roseburg, Ore., licensed to the Southern Oregon Publishing Co.

## Teaching Radio at Michigan

(*Continued from page 14*)

and adult education programs. They were conducted primarily by faculty of the University, Dr. Joseph E. Maddy of the School of Music taking personal charge of classes in the playing of string and wind instruments, and in elementary singing.

The six courses opened by the speech department have added to the list morning programs concerning campus events and news, talks about student life, "tours" of the college campus, and skits of classroom instruction, all prepared and presented by student members of the speech classes. For the most part these were 15-minute programs broadcast each Wednesday, Thursday and Friday. They served the dual purpose of providing practical training for the students while at the same time giving radio listeners — including the more distant parents of the students— an opportunity to listen in on actual classroom instruction and talks concerning everyday affairs of student life.

### Radio Technique

MOST important of these are two courses concerned solely with broadcasting technique, one of which is offered each semester, under the personal direction of Professor Abbot. The first semester's work covers the fundamentals of radio broadcasting and includes radio mechanics, acoustics, speech, writing for the radio, radio advertising, radio dramatics, interviewing, and news and sports reporting. The second semester offers a study of school programs, the preparation of programs, and studio management. Both courses provide opportunities for actual broadcasting experience, as students who have qualified for additional work are allowed to announce other university programs in addition to those presented by members of the speech classes.

Two other radio courses, one being offered during each of the two semesters of the academic year, are concerned with advanced public speaking, with special emphasis upon radio talks. The courses present instruction and practice in radio speaking and the study of various types of long public speeches such as the lecture, oration, and political speech. Professors Abbot and Gail E. Densmore cooperate in conducting the classes and in offering constructive criticism to the students.

A different type of course, offered during the second semester only, covers the field of radio reading and dramatics. Special attention is paid to the technique and practice in presenting readings and plays on the radio. The course is offered by Professors Abbot and Louis M. Eich.

The sixth course is one concerning the problems of music instruction by radio which is offered only to graduate students. In this course, Professor Maddy, probably the outstanding authority on the teaching of music by radio, passes on the results of his valuable experience gained through many years of constructive endeavor.

In addition to the courses offered regularly enrolled university students, the Extension Division also provides courses in radio technique for graduates living in Detroit. Classes are held in the main studios of WJR under the direction of Professor Abbot. The interests of graduates in such courses is evidenced in the fact that during this first year they were offered 120 persons enrolled.

In an attempt to estimate the worth and effect of university broadcasts, including those presented by students, officials of the Extension Division recently evaluated the various programs. Listing the worth of different programs from the price of a postage stamp to 25 cents, it was estimated that the broadcasts furnish annual educational opportunities worth at least $935,338 to the school children and adults of the state. This disregards the additional benefits derived by students taking radio courses.

From the results of listener surveys made by WJR, it was estimated that 1,540,078 Michigan residents listen regularly or occasionally to the general university broadcasts on topics of current interest.


THE SOBY YARDSTICK OF AUDIENCE VALUE

Impartial and comparable data about the size and location of the audience of radio programs and stations.

Write for information and prices.

BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.



ELECTRICAL TRANSCRIPTIONS

*made by our*

PERFECTED METHODS

UNDER THE FAMOUS DYER PATENTS

*are true, natural, authentic reproductions of live shows.*

•

WE SHOULD LIKE YOU TO HEAR SOME SPECIMENS OF OUR RECORDINGS.

*Write or 'phone us.*

*There's no obligation . . . except the obligation to yourself to investigate new and better recording methods.*

RADIO AND FILM METHODS CORP.

101 PARK AVENUE
NEW YORK, N. Y.
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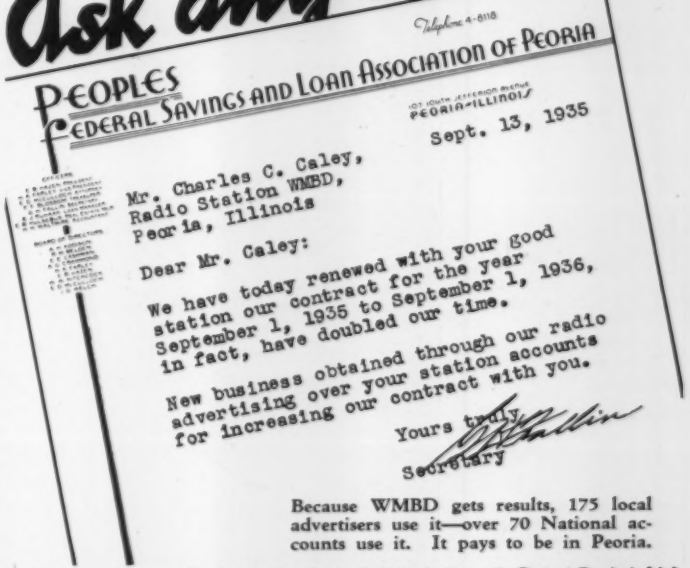
Ask any of 'em


Telephone 4-6118

PEOPLES FEDERAL SAVINGS AND LOAN ASSOCIATION OF PEORIA

101 SOUTH JEFFERSON AVENUE PEORIA-ILLINOIS

Sept. 13, 1935

Mr. Charles C. Caley,
Radio Station WMBD,
Peoria, Illinois

Dear Mr. Caley:

We have today renewed with your good station our contract for the year September 1, 1935 to September 1, 1936, in fact, have doubled our time.

New business obtained through our radio advertising over your station accounts for increasing our contract with you.

Yours truly,

Secretary

Because WMBD gets results, 175 local advertisers use it—over 70 National accounts use it. It pays to be in Peoria.

PEORIA BROADCASTING COMPANY

Edgar L. Bill
President and Manager

Chas. C. Caley
Commercial Manager

Free, Johns & Field, Inc., National Representatives
New York, Chicago, Detroit, Los Angeles, San Francisco

THE HEART OF ILLINOIS

WMBD PEORIA, ILLINOIS

# New A & P Series On CBS Promoted By Elaborate Drive

INAUGURATION of the Great Atlantic & Pacific Tea Co. campaign Sept. 23 with Kate Smith on CBS was the subject of a comprehensive program of merchandising and special showmanship for the company's employes.

Outstanding among the several methods used to arouse interest was the playing of one-night stands by Kate Smith and the personnel of the program in larger eastern cities—for an audience composed entirely of A & P employes and their families. These events gave rise to the erroneous impression that free shows for the public were going to be presented, an interpretation which was denied by the sponsor and broadcasting officials. Additional features of this kind are being arranged for other cities, outside the north-eastern area in which the first few were staged.

After preliminary shows in Detroit, Pittsburgh and Boston, the climax of the series was reached in New York on the eve of the Sept. 30 broadcast, when Madison Square Garden was engaged at a rental cost of $4,000, to permit an attendance of 20,000 from among the army of A & P workers and invited guests from closely related companies. Staff members from the Eastern sales area attended—a district which corresponds roughly with the primary coverage area of WABC.

An employe who had just completed 50 years of service with the company was introduced to his junior colleagues, and there was a brief and informal greeting from John Hartford, president of A & P. After half an hour of vaudeville, Kate Smith was announced, and *Harry Horlick's Gypsies*, who have been playing on NBC for the same sponsor for a number of years, were invited to round out the evening's entertainment. The entire program was designed in such a way as to let A & P employes generate their own enthusiasm about the new radio series, instead of forcing pep talks down their throats. Mr. Hartford would not even occupy a seat on the stage but remained in his place in a ringside seat.

The thrice-weekly broadcasts now beginning are to further the sales of A & P's three coffees—Red Circle, Bokar and 8 O'Clock. Large blow-ups with Kate Smith's head, and brief text tying up her broadcasts with the brands of coffee, were displayed in all A & P stores during the week preceding the premiere. In most cases the products were exhibited in a window specially set aside. Special steps were taken to insure adequate prominence over week-ends with door and window posters, while during the week displays were set up around the coffee mill on the counter.

Small display cards were distributed for use in various parts of the stores; salesmen were given lapel badges drawing attention to the program; newspaper ads, two columns by nine inches, were booked for Sept. 23 papers in all major cities in the area covered by the program. Streamers and box-type inserts are used in all regular A & P advertisements.

A complete change in the display and promotional material was to be made at the end of a month. Anticipating the regional meetings at which the entertainment took place, Alfred G. Peart, of Paris & Peart, advertising agency, made a tour of all regional headquarters, explaining the drive.

## Radio Imposters

BEWARE of imposters who masquerade as radio inspectors, warns the FCC. Last June, the FCC announced Sept. 17, a Jerry Stowell was reported to be visiting stations on the Pacific Coast, purporting to be a special radio inspector, and on occasions obtained money on the basis of a promise that he would take no further action against alleged discrepancies. In July he was indicted in San Diego County, Cal., and received a suspended sentence. The FCC stated other cases of impersonation have been reported. It pointed out that FCC inspectors carry a gold badge bearing the FCC seal. Also it reminded the public that radio receivers are not subject to regulation or inspection by Uncle Sam.

# Chrysler to Stage One-time Program For New Plymouth

### Special Hookup With MBS As Nucleus To Be Used Oct. 3

WITH the four stations of the Mutual Broadcasting System as the nucleus, the Chrysler Corp., on behalf of its Plymouth division, on Oct. 3 will utilize a special 33-station nation-wide network for a single one-hour broadcast originating in the studios of WOR, Newark; CKLW, Detroit-Windsor, and WOL, Washington. During the program, to be heard at 12:15-1:15 p. m. (EST) Walter P. Chrysler will address Plymouth dealers throughout the country. Other officials will cut in from the other two cities.

An all-star array of talent has been secured, including Amos 'n' Andy, Lou Holtz, the Grand Duchess Marie, Tom Howard and George Shelton and Howard Barlow's orchestra. In addition, by arrangement with NBC and CBS, the network will carry Lowell Thomas and Boake Carter, with Harry Von Zell as the announcer.

The show will signalize the introduction of the new Plymouth models. MBS officials disclaim any intention of expanding at this time to a wider network on a regular basis, the special Plymouth network being inclusive of stations from the several chains and independents over which time could be cleared. The network arranged by the agency handling the account, J. Stirling Getchell Inc., will include: WOR, Newark; WGN, Chicago; WLW, Cincinnati; CKLW, Detroit-Windsor; WIRE, Indianapolis; WGR, Buffalo; WKY, Oklahoma City; WSB, Atlanta; KOMO, Seattle; WOW, Omaha; KNX, Los Angeles; WOL, Washington; WGAR, Cleveland; WMC, Memphis; KSTP, St. Paul; WDAF, Kansas City; WSMB, New Orleans; WCAE, Pittsburgh; WAAB, Boston; WFEL, Denver; WRR, Dallas; WNBR, Jacksonville; KDYL, Salt Lake City; KWK, St. Louis; KTRH, Houston; KTSA, San Antonio; KHQ, Spokane; WBIG, Greensboro; WISN, Milwaukee; WIP, Philadelphia; KEX, Portland, Oregon; KYA, San Francisco; WOKO, Albany.

## Elman Quits Agency

DAVID ELMAN, for the last nine months radio director of Marschalk & Pratt Inc., New York, and formerly with The Blackman Co., has resigned. His future plans were not disclosed, nor has any successor been selected for the post. The agency handles the Guy Lombardo show for Standard Oil Co. of New Jersey, Bob Crosby & Orchestra for Roger & Gallett Inc., New York, the American Radiator Co. spot campaigns and the Gabriel Heatter shows for Scott & Bowne Inc., Bloomfield, N. J.


HARVEST

NORTHWEST FARMERS made a GREAT HARVEST this year and HAVE MILLIONS TO SPEND!

KSTP made a HARVEST of RED and BLUE NETWORK STARS with MILLIONS OF LISTENERS!

SO . . . here's YOUR CHANCE to MAKE YOUR HARVEST OF SALES over KSTP!

Where the Stars are—that's where the Audience Is . . . and where the Audience Is—that's where the Sales Are! KSTP is the only station in Minnesota offering the Red and Blue Network Programs of NBC . . . and, as shown by every survey, Dominates the 8th U. S. Retail Market where 74.3 cents of every retail dollar in Minnesota are spent!

For Dependable Market Data, consult:

General Sales Office, KSTP, Minneapolis, Minn., or our

NATIONAL REPRESENTATIVES: . . . in New York—Paul H. Raymer Co., . . . in Chicago, Detroit, San Francisco—John Blair Co.

MINNEAPOLIS kstp ST. PAUL

DOMINATES THE 8th U. S. RETAIL MARKET

Radio Station WFLA-WSUN

STUDIOS TAMPA • • CLEARWATER • ST. PETERSBURG

SERVING FLORIDA'S CENTER OF POPULATION THE TAMPA TRADE TERRITORY

620 KC • 5000 WATTS DAY • 1000 NIGHT — FULL TIME

# Commissioner Stewart Criticizes Action Of Broadcast Division On Regulations

IN A HITHERTO unprecedented procedure, Chairman Irvin Stewart of the FCC Telegraph Division at a meeting of the full commission Sept. 18, protested actions of the Broadcast Division which he charged were in conflict with its own technical regulations. He submitted for inclusion in the minutes of the meeting a statement setting forth his views on such issues, and expressed the hope that in the future, all regulations "will be observed rigorously by all divisions of the Commission".

The statement was offered in connection with a petition of WSMB, New Orleans, for reconsideration of an application for increased facilities. The petition was denied because the statutory time limit for filing had expired, and Dr. Stewart concurred in this action under the regulations. He took occasion, however, to criticize the Broadcast Division for past actions, notably in the case of KRNT, Des Moines, which he charged had been granted increased facilities on four occasions without any hearings on the merits of the applications.

Dr. Stewart's statement follows in full text:

I concur in dismissing the petition of WSMB for lack of jurisdiction, but I wish to record my views with respect to certain facts which first came to my attention as I was studying the record in this matter.

Station KSO (KRNT) has been raised from a local to a regional station and granted three increases in power since June, 1934, without any hearing on the merits of the respective applications. These increases took KSO from 100 watts night, 250 watts day, on 1370 kc, to 500 watts night, 1 kw day, on 1320 kc. They involved a violation of the mileage separations announced by the Commission and also resulted in an overquota status for the State of Iowa. Station WSMB was granted an increase in power from 500 watts to 1 kw without a hearing on the merits although a violation of the recognized mileage separations and an overquota status were involved. When Station WADC interposed objection to the Commission's ignoring its published standards to the detriment of that station, a hearing limited to that protest was held.

At no time in the course of these four applications has either station been forced to prove that the public interest would be served by the extension of its facilities in violation of the Commission's rules and published standards. One result is the present conflict, now disposed of on procedural grounds.

Where the Commission, without a hearing, grants an application violative of its rules and of standards which it has published, it leaves the enforcement of those rules and standards to their chance effect upon some licensee or applicant who is willing to assume the trouble and expense of defending them; and that licensee or applicant must bear the burden of proof in showing that the Commission's rules and standards should be followed by the Commission where he is concerned.

When the Commission adopts rules and promulgates standards, it must be presumed to do so because their observance will best serve the public interest. If any one seeks to evade their application to him, he should be required to submit to a full hearing on the merits; and the Commission's decision should be based solely upon a complete record developed in a public hearing. I believe that the granting of an application violating standards announced by the Commission, where no hearing has been held on the merits of the application, is contrary to the public interest. It is my hope that in the future, so long as the Commission sees fit to prescribe rules and to publish standards, they will be observed rigorously by all of the Divisions of the Commission.

## Ticker Would Expand

EXPANSION of wire sports services, two of which have entered the field in the east for service to cigar stores, cafes and similar retail outlets, to the point where they plan acceptance of advertising accounts patterned after broadcasting, is indicated in current negotiations for musical performance licenses from ASCAP. Ticker News Service Inc., using telephone lines into the retail establishments, with several hundred clients in New York and Philadelphia, is said to be considering an ASCAP license calling for 13 per cent on revenues from "commercials", which would be in the nature of spot announcements. The other company is Tele-Flash, a competitive organization, a likewise is said to be considering sale of spot announcements.

## A CRIME PARADE
### KYA Airs Daily Line-up From San Francisco Jail

KYA, San Francisco, for the first time in radio history, is broadcasting the morning police "line-up" direct from the Hall of Justice in that city. Persons picked up by the police during the night are paraded before the kleig lights of the line-up and the microphone. They are questioned and their records are given by Captain of Detectives Charles Dullea for the benefit of sheriffs and police chiefs of neighboring communities as well as the listening public.

Although broadcasts, heard Mondays, Wednesdays and Fridays at 9:30 a. m., are heartily endorsed by civic leaders and organizations in the San Francisco metropolitan area, indignation has been expressed by attorneys over the new procedure. The feature was arranged by Harry Rogers, KYA program manager and Chief of Police William J. Quinn, as a feature in crime prevention.

## Harry C. Whitehill

HARRY C. WHITEHILL, operator of WDEV, Waterbury, Vt., and publisher of the Waterbury *Record & Stowe Jorunal*, weeklies, died at his Vermont home Sept. 21 after a heart attack. He was 60 years old, and formerly was active in state politics. He is survived by the widow, Mary Moody Whitehill, who will become the licensee of the radio station, which is managed by Lloyd E. Squire.

Utah led the nation in the production of silver last year — was second in copper —and near the top of the list in gold, lead and zinc production.

KDYL fully covers this rich area— where the people live.

*Representatives:*
JOHN BLAIR & COMPANY
New York
Chicago
San Francisco
Los Angeles
Detroit

KDYL
an NBC Station
IN SALT LAKE CITY

Use KMA
TO REACH THE RICHEST FARM MARKET • • •

Corn will bring farmers an extra billion dollars this year. Corn-hog payments release added millions. The Farm Market is the bright spot on the business map today. The cream of this market can be reached through KMA.

For years, KMA has demonstrated its ability to sell to farmers. Popularity and coverage are demonstrated by heavy mail responses and outstanding sales achievements. Your message presented to KMA audiences actually reaches the farmers in the richest farm territory.

WILSON-DALTON
*National Representatives*
1329 Baltimore Ave., Kansas City, Mo.
1503 Mather Tower, Chicago, Ill.

RADIO STATION KMA
SHENANDOAH, IOWA
930 Kilocycles—
2500 Watts, Day Time
1000 Watts, Night Time

For 10 years the outstanding Farm Belt Station.

247,023 Direct-mail inquiries produced last year.

Sales producing strength demonstrated.

52 carloads of Sea Food sold for one large distributor.

65 carloads Citrus Fruit sold for Florida growers.

WJAY
*Cleveland*
*610 Kilocycles*
An Independent Station with
BIG Coverage
in Ohio

A SUPER DOUBLE-X TRIPLE-A NO. ONE BARGAIN!

Several reliable surveys indicate that, at any given time, about 40% of the Louisville audience is tuned in on Station WAVE. This 40% can be bought for "X" dollars . . . . To reach the remaining 60%, you'd have to use *several* stations, the *least expensive one* of which costs "2X" dollars . . . . We get the *listeners* because we're N. B. C. You get the low rates because we're content to be heard only by the 1,000,000 people in Louisville's logical trade-territory.

*National Representatives:*
*FREE & SLEININGER, INC.*

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

# Dill's Arguments in KVOS Case

(*Continued from page 22*)

Upon its conclusion AP counsel was granted three weeks additional time in which to file a new brief.

Circuit judges hearing the case are Curtis D. Wilbur, former Secretary of the Navy; Francis A. Garrecht, and Clifton Mathews.

In his 56-page brief, submitted following the oral arguments, Senator Dill delved comprehensively into the law and fact relating to both newspaper publication and broadcasting station operation. A former newspaper reporter as well as an authority on broadcasting in Congress, Mr. Dill argued that the only way in which broadcasting of news published in newspapers could be prohibited would be by Federal statute.

### Piracy Alleged

BRIEFLY summarizing the issue, Senator Dill said the case is a legal contest between the *Bellingham Daily Herald* and KVOS, over the right of the station to broadcast news that has already been published and delivered to the public in the regular course of newspaper distribution. While the bill of complaint has the AP as the nominal complainant, and the *Herald*, the *Seattle Post-Intelligencer*, and the *Seattle Times* as parties in interest, he said the affidavits in the record "show that in reality the bitter, personal and political differences between the owner of the Bellingham newspaper and the Bellingham radio station, precipated this contest which involves principles that are of nation-wide interest and importance."

Senator Dill brought out that the *Herald* originally owned KVOS, and that, when it failed to pay financially, sold to its present owner—Rogan Jones. "As soon as the present owner got it on a paying basis, this newspaper-radio fight began," he said.

As to the news issues, the Dill brief said that KVOS about two years ago began a "newspaper of the air" program, hiring its own local reporters and securing its general news from the Radio News Association (a subsidiary of Transradio Press). On the program, according to the AP allegations, some AP dispatches were read.

Referring to the opinion of Judge Bowen, the brief stated that while KVOS in some specific instances broadcast news picked up from the AP newspapers but "in no instances has the defendant ever taken or pirated any of the news claimed by complainant or its members, before such news items were published and distributed to the public in the regular editions of the newspapers of complainant's members."

### Lack of Competition

THE AP complaint, said Senator Dill, alleges unfair competition by charging that both parties disseminate news to popularize their respective agencies and thereby increase the value of advertising for their respective mediums; and also, that when the radio station broadcasts news already published to listeners who are actual or potential subscribers, it works direct and irreparable injury to complainant and its member newspapers.

"The court below," continued the brief, "found this did not constitute unfair competition and that complainant had no property right in news after it had been so published and delivered to the public in the ordinary course of distribution, as against the right of the defendant radio station then to redistribute said news gratuitiously to the public."

Senator Dill contended that the AP is not the proper party to bring the action against KVOS because it has no advertisers, and distributes news only to its members, and never for a profit, since it is a cooperative organization. "How can appellants maintain, then, that their business is in danger of destruction or other irreparable harm and damage by appellee's acts?"

Arguing against the contention that unfair competition is involved, the Dill brief stated that the AP argument was that newspapers and stations are in competition because both disseminate news. He said there could be no competition because in the case of KVOS it devotes less than 10% of its time to news broadcasting, while the newspaper uses the entire 100% of its space, not devoted to advertising, for news features and comments on news. "Thus," he said, "90% of the KVOS radio programs cannot possibly compete with the newspapers of complainant, because only 10% of the radio's time is devoted to news."

Moreover, contended Senator Dill, there is a lack of competition because the radio station "gives away" the news to all who will but tune in and listen, and the newspaper "sells the news". KVOS, like other stations, sells musical and dramatic programs to advertisers which bring good-will and popularity to the sponsors, said Senator Dill, while it is impossible for newspapers to sell music or drama to their advertisers.

"In fact," he said, "a newspaper cannot sell anything to an advertiser except space and printed statements about the thing advertised in a published form to be placed before all readers of the newspapers. All a newspaper can do for an advertiser is to print his advertisement along with all other advertisers. The more space he uses, the more he must pay. No matter how large he makes his advertisement or ingeniously he words it, he cannot add to the number of readers of the newspaper thereby.

"Not so with the radio advertiser. He can increase the number of his listeners by the program he sponsors. When he enlarges the number of his listeners he enlarges the number of potential customers. He can attract listeners to a popular program who have never listened to any other program over the station he is using, and who may never listen to another program from that station."

### Cites Court Rulings

THE SHORT, sketchy, momentary announcement of the highlights of the news over the air "really serves to whet the appetites of radio listeners, and make them anxious to secure the news in detailed, permanent form and which is to be found only in the newspaper," said the Dill brief. "More than 120 newspapers in the United States recognize this fact so fully, that they have spent hundreds of thousands of dollars to own or control radio stations over which they broadcast full 15-minute periods of news from their newspapers in order to whet the appetite of the public for the detailed news."

AP, the brief continued, relies upon a misapplication of the ruling of the U. S. Supreme Court in the case of International News Service vs. AP to prove its point of property rights in news. In that case, Senator Dill contended, there was admitted a 100% competition between the INS and the AP in news gathering. "When one of

WHK CLEVELAND

CLEVELAND'S PIONEER BROADCASTING STATION. BASIC CBS NETWORK

How Many Cities in a City?

Cleveland actually is only the center of a great metropolitan district. Within a radius of 30 miles are 13 cities and 105 villages, all of which are THE CLEVELAND MARKET.

Unless your broadcast is heard in these 118 communities you are not covering this market. And there's no reason for accepting less coverage when you can use WHK at no more cost than for a less powerful station.

Fall time is going rapidly but desirable periods are still available. Details by return mail or wire.

Radio Air Service Corp., Terminal Tower, Cleveland
H. K. CARPENTER, General Manager
Represented Nationally by
FREE & SLEININGER

18 HOURS!

Full-time every day in the year. Only full-time station in Tulsa and northeastern Oklahoma.

KTUL

United Press news. Standard Library Service and N. B. C. "Thesaurus". When it's new it's on KTUL.

TULSA

WFIL adelphia

*Only Philadelphia outlet for N. B. C. Basic Blue Network*

560 Kilocycles 1000 Watts

these services took the news dispatches of the other and sold it as its own merchandise, there was in that transaction all of the elements of unfair competition," he said.

Senator Dill cited a long line of court decisions holding news is not property and that facts are public, not private property. "News of events of spontaneous origin is and has always been held to be public property, and complainant has no property right in such news," he argued.

He pointed out that newspapers tried in 1884 to have Congress enact legislation which would give them an eight-hour protection. The measure, however, died when the Senate committee reported it unfavorably. "If the newspapers could not obtain eight-hour news protection from Congress in 1884," he asserted, "on what theory do they hope to obtain 24-hour protection from this court in 1935?"

Mr. Dill also pointed to a text book titled *Rights and Privileges of the Press*, from which he quoted:

"Whether an afternoon newspaper may lift from a morning paper has never been decided by the courts, but the custom of the profession seems to sanction such a practice."

"From this," continued the attorney, "it is clear that a practice which the custom of the newspaper profession sanctions as ethical, appellant in this case asks the court to denominate as 'piracy' when done by a radio station in its news broadcasts. It should be noted here also that those press associations now selling news to radio stations for broadcasting purposes, sell only news which has not yet been published. They cannot sell news already published, because it is stale news and has no commercial value for broadcasting purposes. This is likewise true of appellant. The news KVOS is alleged to have used had no value as a property right."

### Public Service

IN HIS closing argument, Senator Dill urged the court to keep in mind that newspapers, as well as radio stations, are under obligation to render a public service. He said:

"They are indirectly subsidized by the government through reduced rates for second-class mail. Reports by the Postmaster-General for the last ten years since radio has become an active institution in this country show that subsidy amounts to between $40,000,000 and $50,000,000 annually. In other words, the newspapers pay about one-third of what it costs the government to handle them, and the difference amounts to approximately $50,000,000 annually.

"The reason Congress grants these low second-class postage rates for newspapers is to encourage newspapers to do the thing KVOS has been doing, that is, spread public information in the form of news to the people. Ours is a democratic form of government. An intelligent, well-informed electorate is the first necessity to the continued existence, as well as the improvement and development of our Government."

## STUDIO NOTES

WHEN daylight savings ended Sept. 29, WOR, Newark, which several years ago instituted a policy of signing on at 10 a. m. Sundays rather than at the usual earlier hour of weekdays, will start its Sunday broadcast day at 8 a. m. This will be the station's permanent policy hereafter. The *Silver Strains* transcription series and *Rainbow House*, with Bob Emery and his child entertainers, will be heard from 8-9 and 9-10 a. m. respectively.

ELEVEN musicians have been added to the musical staff of WFAA, Dallas, making a total of 25 men in that department. This makes the Dallas station the possessor of the largest staff orchestra of any radio station with the exception of NBC key stations in Chicago, New York, Los Angeles, San Francisco and the Mutual network in Cincinnati. Besides having a regular staff of 25 orchestra members, many of whom have been with big name bands, WFAA will have some 15 extra musicians available on immediate call. The eleven new musicians have taken over the *Early Birds* spot, a program nearing its 2000th consecutive performance.

WORK has been begun on the reconstruction and enlargement of the studios of WJJD, in the Trustees System Bldg., Chicago, which involves the addition of three new studios, one with a 19-foot ceiling to house the new $25,000 Wurlitzer organ, a new reception room, and several additional offices. According to Ralph L. Atlass, president of the station, when the work is completed WJJD will occupy not only the remainder of the 22d floor where the station is now located, but the entire 21st floor as well.

THE *Daily Californian*, University of California daily newspaper, in a recent feature story stated: "Radio Station KSFO in San Francisco and Oakland has practically become an extension of the University. At last count, ten students or graduates from this institution were appearing regularly on programs at that station." Among the U. of C. graduates on the KSFO staff are Ralph Edwards, announcer-producer; Bob Dumm, announcer; William Bernal, dramatic director; Donald Currlin, Raymond Parker, Esther Simpson, Gertrude McSpedden, Curtis Roberts and Harry Couzins.

WCKY, Cincinnati, at 10:30 each evening makes this courtesy announcement: "It is now the hour of .... Many of your neighbors are in bed and asleep. Out of consideration for them we suggest that your radio be turned no louder than is necessary. They will appreciate it."

WLBC, Muncie, Ind., has adopted a new policy limiting all commercial messages and announcements to 75 words.

A NEW BOOM in radio set sales this year is predicted by *Radio Retailing*, due to improved business conditions and on the premise that the set manufacturing industry is in the "healthiest position since 1929".


**BUTTE**
Home of
**KGIR**


## *DR. HETTINGER BACK AT UNIVERSITY POST*

HAVING completed the major portion of the projects for which he joined the NAB as director of research last fall, Dr. Herman S. Hettinger, effective Oct. 1, will return to the University of Pennsylvania to resume teaching of marketing and advertising in the Wharton School of Finance and Commerce. He will continue to serve as economic consultant for the NAB, retaining supervision over trade statistics and advising on economic matters.

Dr. Hettinger was granted a leave of absence from the University last year to assist the NAB. Among other things he developed the agency recognition system approved by the last convention, but which appears to have fallen by the wayside for lack of station support. He also carried out the preliminary investigations looking toward establishment of a cooperative bureau of radio research now under consideration by the NAB, AAAA and ANA.

In addition he enlarged and improved the trade statistics service of the NAB, which at present furnishes the only comprehensive data on broadcast advertising volume. He has contributed numerous articles to BROADCASTING on radio economics, and while at the University, plans to continue his radio research and writing.


WMBG
CBS
Outlet in
RICHMOND
•
"WARNING"
Night Time Spots
Very Nearly Filled
Choice Daytime
Spots Going Fast
•
For Quick Distribution
at Low Cost
USE
WMBG
RICHMOND, VA.
•
*Representatives*
NEW YORK
Hibbard Ayer
CHICAGO
Furgason & Aston



"60%
OF OUR BUSINESS
*comes from* KEX
COVERED WAGON DAYS"

"WE know definitely that 60% of our business comes from the Covered Wagon Days program, which has been under our sponsorship for more than five years," says Sanford C. Brant, President of Gevurtz Furniture Co. "Last December we decided to test the pulling power of our program and on one announcement *only* offered a calendar. Over 2500 people called in person the next day, 5000 more the rest of the week, and 3000 requests were received by mail. That's results—plus!" KEX is Oregon's most powerful radio station. In addition to NBC programs, it specializes in programs dealing with community interests—it is the only Portland station which broadcasts *all* major sports events, including boxing, wrestling, hockey, baseball and horse races *exclusively*. Write for booklet which shows how to reach one of America's richest markets—economically!

Tune in your advertising plans with KEX
KEX
KEX
The best radio buy in Portland is KEX. This free booklet tells why.
*Oregon's most powerful radio station—affiliated with NBC*
Operated by Oregonian Publishing Company



RADIO'S BIG BUY
The Central Station—WHO—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST
CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

# The Business of Broadcasting

**Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations**

### KNX, Hollywood

Reid, Murdoch & Co., Chicago (Monarch foods), 5 daily *sa*, thru Roy Alden & Associates, Los Angeles.
Nu-Enamel Pacific Corp., Los Angeles, 10 weekly *sa*, direct.
McCloskey Varnish Co., Los Angeles (Kwik-On), 260 *sa*, thru Bert Butterworth Agency, Los Angeles.
Lever Bros. Co., Cambridge, Mass. (Lifebuoy soap), 5 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Coleman Lamp & Stove Co., Wichita, weekly *sa*, thru Campbell-Kellogg Co., Los Angeles.
Union Pacific System, Omaha (railway), 3 weekly *sa*, thru Ernest Bader & Co., Omaha.
Horlick's Malted Milk Corp., Racine, Wis., 260 *t*, thru Lord & Thomas, Chicago (renewal).
Drug Trade Products, Chicago (Calocide foot powder), 2 weekly *sp*, thru Heath-Seehof Inc., Chicago.
Fels & Co., Philadelphia (Fels Naptha soap), 4 weekly *sp*, thru Young & Rubicam Inc., N. Y. (renewal).
California Prune & Apricot Growers Assn., San Jose, 10 weekly *sa*, direct.
Chamberlain Laboratories Inc., Des Moines (cosmetics), 6 weekly *sp*, thru Coolidge Adv. Co., Des Moines.
Armand Co., Des Moines (cosmetics), *sp*, thru Coolidge Adv. Co., Des Moines.
Technical Laboratories Inc., Berkley, Cal. (Aeratone), 13 *t*, direct.
Medical Products Distributing Co., Los Angeles (Iocide, Iotabs), 312 *sp*, thru Hughes-Morton Co., Los Angeles.
Myrnol Products, Santa Monica, Cal. (nasal jelly), 54 *sp*, thru Mayers Co., Los Angeles.

### KSFO, San Francisco

Philco Radio & Television Corp., Philadelphia (radio sets), weekly *sp*, 3 daily *sa*, thru local distrib.
Equitable Life Insurance Co., San Francisco, daily *sa*, direct.
General Petroleum Corp. of Cal., Los Angeles (oil products), daily *sa*, thru Smith & Drum Inc., Los Angeles.
Halco Laboratories, Los Angeles (proprietary), weekly sp, daily *sp*, thru R. L. Rust & Associates, Los Angeles.
Dr. Corley's So-Kleen Tooth Powder Co., San Francisco, weekly *sp*, thru Kelso Norman Organization, San Francisco.
Stanco Inc., New York (Daggett & Ramsdell cosmetics), 3 weekly *sp*, direct.
Gardner Nursery Co., Osage, Iowa (plants, seeds, bulbs), 6 weekly *t*, thru Northwest Radio Adv. Co., Seattle.

### KMBC, Kansas City

M. Hohner Inc., New York (musical instruments), weekly *t*, thru Atherton & Currier Inc., N. Y.
American Radiator Co., New York (heating units), 6 weekly *t*, thru Marschalk & Pratt Inc., N. Y.
California Fig Syrup Co., Wheeling, W. Va. (proprietary), 4 weekly *t*, thru Stack-Goble Adv. Agency, Chicago.
Torgsin, New York (Soviet trading bureau), weekly *t*, thru Advertisers Brdcstg. Co., N. Y.
Ex-Lax Mfg. Co., Brooklyn (proprietary), 2 weekly *t*, thru Joseph Katz Co., N. Y.

### KGIW, Alamosa, Col.

Dodge Bros. Corp., Detroit (autos), 3 weekly *t*, thru local distrib.
Chevrolet Motor Co., Detroit (autos), 3 weekly *t*, thru Campbell-Ewald Co. Inc., Detroit.

### WLS, Chicago

Acme White Lead & Color Works, Detroit (Lin-X and Furn-X), 282 *sp*, thru Henri, Hurst & McDonald Inc., Chicago.
Illinois Agricultural Assn., Chicago, 3 *sp*, direct.
Borden Co., New York (Chateau cheese), 24 *sa*, thru Young & Rubicam, Inc., N. Y.
Hemphill-Diesel Engineering School, Chicago, 2 *t*, thru R. H. Alber Adv. Co., Los Angeles.
U. S. Rubber Co., New York (tires), 13 *sa*, thru Campbell-Ewald Co. Inc., N. Y.
Feature Foods Inc., Chicago (food products), 156 *sp*, thru Mitchell-Faust Adv. Co., Chicago.
Hamlin's Wizard Oil Co., Chicago (linament), 312 *sa*, direct.
Reo Motor Car Co., Lansing, Mich., (automobiles), 24 *sa*, thru Maxon Inc., Detroit.
American Gas Machine Co., Minneapolis, 24 *sa*, thru Greve Adv. Agency, St. Paul.

### WCAE, Pittsburgh

Lutheran Laymen's League, St. Louis, weekly *t*, thru Kelly-Stuhlman Adv. Co., St. Louis.
Bunte Bros., Chicago (candy), 3 weekly *sa*, thru Fred A. Robbins Inc., Chicago.
American Radiator Co., New York, 6 weekly *t*, thru Marschalk & Pratt Inc., N. Y.
American Oil Co., Baltimore, 6 weekly *ta*, thru Joseph Katz Co., Baltimore.
Procter & Gamble Co., Cincinnati (soap), 2 weekly *sa*, thru Blackett-Sample-Hummert Inc., Chicago.

### WEAF, New York

Consolidated Gas Co., New York (utility), weekly *sp*, thru McCann-Erickson Inc., N. Y.

### WJZ, New York

Justin Haynes & Co. Inc., New York (Aspirub), 3 weekly *sp*, thru Dorland International Inc., N. Y.

### WBT, Charlotte, N. C.

Chatham Mfg. Co., Winston-Salem, N. C. (blankets), 6 weekly *sp*, direct.
General Mills Inc., Minneapolis (Bisquick), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Crane & Crane Clothes Inc., New York (Mayo clothes), 6 weekly *sa*, direct.
M. L. Clein & Co., Atlanta (Menthol-Mulsion), 14 weekly *sa*, thru Mabel Loeb Adv. Agency, Atlanta.
Phillips Packing Co., Cambridge, Md. (soup), 14 weekly *sa*, thru Aitkin-Kynett Co., Philadelphia.
Skinner Mfg. Co., Omaha (Raisin Bran), 6 weekly *sp*, thru Buchanan-Thomas Adv. Co., Omaha.
Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 3 weekly *t*, thru Wade Adv. Agency, Chicago.
Bunte Bros., Chicago (candy), 4 weekly *sa*, thru Fred A. Robbins Inc., Chicago.
Webster-Eisenlohr Inc., New York (Cinco cigars), 14 weekly *sa*, thru N. W. Ayer & Son Inc., N. Y.
Sterling Products Co., New York (Phillips face cream), 3 weekly *t*, thru Blackett-Sample-Hummert Inc., N. Y.
Zenith Radio Corp., Chicago (radio sets), 4 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

### WBBM, Chicago

Central Shoe Co., St. Louis (Robin Hood shoes), 104 *sp*, thru Morenus Adv. Agency, Chicago.
Milk Foundation Inc., Chicago, 26 *sp*, direct.
Peter Fox Brewing Co., Chicago (Fox De Luxe beer), 52 *sp*, thru Gale & Pietsch Inc., Chicago.
Princess Pat Inc., Chicago (cosmetics), 39 *sp*, thru McJunkin Adv. Co., Chicago.
American Bird Products Inc., Chicago (bird food), 26 *sp*, thru Weston-Barnett Inc., Chicago.

**WSM-RAILROAD ANNIVERSARY — In a special broadcast marking the second anniversary of the Louisville & Nashville's Pan American program on WSM, Nashville, the train stopped at the "mike" by the side of the track. Here are Engineer Bill McMurray, Announcer Jack Harris, J. S. McGinnis, of the L & N magazine, Fireman Bill McLain and Conductor R. L. Livingston.**

### WFAA-WBAP, Dallas, Fort Worth

H. J. Heinz Co., Pittsburgh (food), 6 weekly *sa*, thru Maxon Inc., Detroit.
Magnolia Seed Co., Dallas (seeds), weekly *sp*, thru Dicklow Adv. Agency, Dallas.
Sterling Products Inc., New York (Calif. Syrup of Figs), 4 weekly *t*, thru Stack-Goble Adv. Agency, Chicago.
Cudahy Packing Co., Chicago (Old Dutch Cleanser), 1 *t*, thru Roche, Williams & Cunnyngham Inc., Chicago.
Gulf Brewing Co., Houston (Grand Prize beer), 6 weekly *sa*, thru Rogers-Gano Adv. Agency, Houston.
Lone Wolf Mfg. Co., Dallas (cosmetics), 3 weekly *sa*, direct.
Pinex Co., Fort Wayne, Ind. (Pinex cold remedy), 6 weekly *sa*, thru Philip O. Palmer & Co. Inc., Chicago.
Health O'Quality Products Co., Cincinnati (food), weekly *t*, thru Key Adv. Co., Cincinnati.
Chappel Bros. Inc., Rockford, Ill. (horse sale), 1 *sa*, thru Rogers & Smith Adv. Agency, Chicago.
Ralston Purina Co. Inc., St. Louis (Purina chow), 3 weekly *ta*, thru Gardner Adv. Co., St. Louis.
Lee & Schiffer Inc., New York (Rolls razor), weekly *sa*, thru Kimball, Hubbard & Powell Inc., N. Y.
Better Monkey Grip, Arlington, Tex. (tire patch), 5 weekly *sa*, thru Neal Ferguson, Dallas.
Fawcett Publications, Minneapolis (Startling Detective Adventures), 3 weekly *ta*, thru Critchfield-Graves Co., Minneapolis.
Ponca City Milling Co., Ponca City, Okla. (flour), 4 weekly *sp*, thru R. K. Glenn, Oklahoma City.
Waples-Platter Grocer Co., Fort Worth (White Swan foods), 6 weekly *sp*, thru Crook Adv. Agency, Dallas.

### KFI, Los Angeles

A-C Spark Plug Co., Flint, Mich., 2 weekly *ta*, thru D. P. Brother & Associates, Detroit.
H. J. Heinz Co., Pittsburgh (food), 6 weekly *sa*, thru Maxon Inc., Detroit.
Zenith Radio Corp., Chicago (radio receivers), 4 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
American Washington Mfrs. Assn., Chicago, 2 weekly *t*, thru Meldrum & Fewsmith Inc., Cleveland.
Pontiac Motor Co., Pontiac, Mich. (autos), 108 *sa*, thru MacManus, John & Adams Inc., Detroit.

### WIP, Philadelphia

Torgsin, New York (Soviet trading bureau), wekly *t*, thru M. Keilson Co., N. Y.
Kellogg Co., Battle Creek (wholewheat biscuits), 2 weekly *sp*, thru N. W. Ayer & Son Inc., Philadelphia.
Philco Radio & Television Corp., Philadelphia, weekly *t*, direct.

### WMCA, New York

Olson Rug Co., Chicago (rugs), 3 weekly *sp*, thru Philip O. Palmer & Co. Inc., Chicago.
Ex-Lax Mfg. Co., Brooklyn (laxative), 2 weekly *t*, thru Joseph Katz Co., N. Y.
MacFadden Publications Inc., New York (magazines), 3 weekly *sp*, direct.

### WCKY, Covington

Carlsbad Crystal Sales Co., New York (proprietary), 52 *t*, thru H. M. Kiesewetter Adv. Agency, N. Y.
American Washing Machine Mfrs. Assn., Chicago, 26 *t*, thru Meldrum & Fewsmith Inc., Cleveland.
American Radiator Co., New York, 18 *t*, thru Marschalk & Pratt Inc., N. Y.

### WFAS, White Plains, N. Y.

Oriot Saratoga Mineral Water Corp., Yonkers, N. Y., 15 weekly *sa*, direct.

### WGAR, Cleveland

Nu-Enamel Corp., Cleveland (paint), 6 weekly *sa*, direct.
B. F. Goodrich Rubber Co., Akron (tires), 6 weekly *sa*, thru Fuller & Smith & Ross Inc., Cleveland.
Gold Dust Corp., New York (cleanser), 2 daily *sa*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Pharma-Craft Corp., Louisville (cosmetics), daily *sa*, thru Advertisers Service, Louisville.
Carlsbad Crystal Sales Co., New York (proprietary), weekly *t*, thru H. M. Kiesewetter Adv. Agency, N. Y.
Auburn Auto Co., Auburn, Ind., 3 weekly *sp*, thru Humphrey, Prentke & Scheel Inc., Cleveland.

### WGN, Chicago

Mars Inc., Chicago (Milky Way candy bars), 260 *sp*, thru George Willard Davis, Chicago.
Stewart-Warner Corp., Chicago (radio receivers), 20 *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Cardinal Laboratories, Chicago (shoe polish), 13 *sa*, thru Blackett-Sample-Hummert Inc., Chicago.
Westinghouse Electric & Supply Co., Chicago (electric appliances), 8 *sp*, direct.
Procter & Gamble Co., Cincinnati (American Family soap), 252 *sp*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Morton Salt Co., Chicago (salt), 39 *sa*, thru Wade Adv. Agency, Chicago.

### WOOD-WASH, Grand Rapids

Fremont Canning Co., Freemont, Mich. (Miss Michigan foods), 6 weekly *t*, thru Stevens Inc., Grand Rapids.
Bunte Bros., Chicago (candy), 4 weekly *sa*, thru Fred A. Robbins Inc., Chicago.
Carleton & Hovey Co., Lowell, Mass. (Father John's medicine), 6 weekly *sa*, thru John W. Queen, Boston.

## Colgate Spots and Network

IN ADDITION to its forthcoming return of *Clara, Lu 'n' Em* to an NBC-WEAF network Oct. 14, Colgate-Palmolive-Peet Co., Jersey City, has started a series of thrice-weekly, quarter-hour transcriptions promoting Super Suds and Kwik Solv. Stations already using the discs, titled *Phil Cook's Note Book*, are WIOD, Miami; WDAF, Kansas City; WDRC, Hartford; WWVA, Wheeling; WORC, Worcester. WEEU, Reading, will carry the spot campaign starting Oct. 7; WEAN, Providence, starting Oct. 21; WOKO, Albany, starting Oct. 28; WFBG, Altoona, time not selected. The NBC series will be heard Mondays to Fridays, 5:45-6 p. m. and the network will be nationwide. Benton & Bowles Inc., New York, is the agency.

## FCC Program Scrutiny

(*Continued from page 9*)

tition to the Post Office Department for reconsideration of its action, since he contended that he was not given ample notice when the original hearing was held several months ago, and therefore was unable to bring competent witnesses from the Coast. Also under consideration was an appeal to the Supreme Court of the District of Columbia for a temporary injunction to restrain the Post Office Department from making its fraud order effective.

So far as is known, radio continuities used by Congoin were not under fire in the postal proceedings. They are, however, under investigation by the FCC. On Sept. 19 the FCC notified Arthur W. Scharfeld, counsel for a station which had been asked to supply under oath, a vast amount of material and information on the program and product, that if the request was unreasonable, "no doubt the Commission would modify its request in such a manner as not to work an unreasonable hardship on your client." Mr. Scharfeld had challenged the FCC authority to request all of the information sought on the ground that it fell outside the scope of its authority. The Law Department, however, maintained that the FCC had the jurisdiction to inform itself completely concerning the activities of the station.

### Basis for FCC Action

BECAUSE of FCC policy, the nature of the investigation being conducted by the FCC of stations granted temporary licenses was not divulged. The policy is to keep these matters confidential until the investigations are completed and then to announce those which have been cited for hearing together with the charges. It was stated that the fact that the stations are being investigated does not necessarily mean that they will be cited, but that it was felt desirable to give them temporary license extensions rather than full six-month renewals until the FCC definitely ascertained its course in each individual case.

All told, according to FCC information, there are upwards of 100 stations being investigated for one type of program or another construed to be either borderline or questionable. The identity of these stations is not divulged until such time as their renewals come due for extension, or until definite charges are made.

At its Sept. 24 meeting the FCC set for hearing the applications of KFOX, Long Beach, and KELW, Los Angeles, Cal., because of medical programs. Stations granted the 60-day renewals because of pending program investigations were WNEL, San Juan, P. R.; KYA, San Francisco; WIP, Philadelphia; KROW, Oakland; KFBB, Great Falls, Mont.; KFIO, Spokane; KDYL, Salt Lake City; KEHE, Los Angeles; KOIN, Portland; KQW, San Jose, Cal. Others granted 60-day extensions for reasons other than medical program broadcasts were KUMA, Flagstaff, Ariz.; KTFI, Twin Falls, Id.; KLPM, Minot, N. D.; KCMC, Texarkana, Ark., and WTNJ, Trenton, N. J.

## Sponsored Fires

MERLE TUCKER, announcer-producer of KTAT, Fort Worth, has started a news-advertisement service for a Fort Worth insurance company. As alarms are turned in, KTAT gives listeners all available information, tying in a commercial to the effect that "this might have been your home", and mentioning the sponsor. Tucker, by the way, lost his trousers, stopwatch and other valuables in a fire at the Sylvan Club where he was master of ceremonies.

## Public Utility on WEAF

NBC has sold WEAF without a network for one hour Sunday evenings, beginning at 6:30 p. m., for a program sponsored by Consolidated Gas Co., New York. The hour from 6 to 7 is reserved, under the NBC standard station contract, for local programs, so the possibility of a network sale is sacrificed only for the second half hour. Booked by McCann-Erickson Inc., the program deals with New York history and comprises dramatizations and music. The campaign is institutional, to bring Consolidated and its numerous subsidiaries (including electric power companies) to the attention of its consumers. It started Sept. 29.

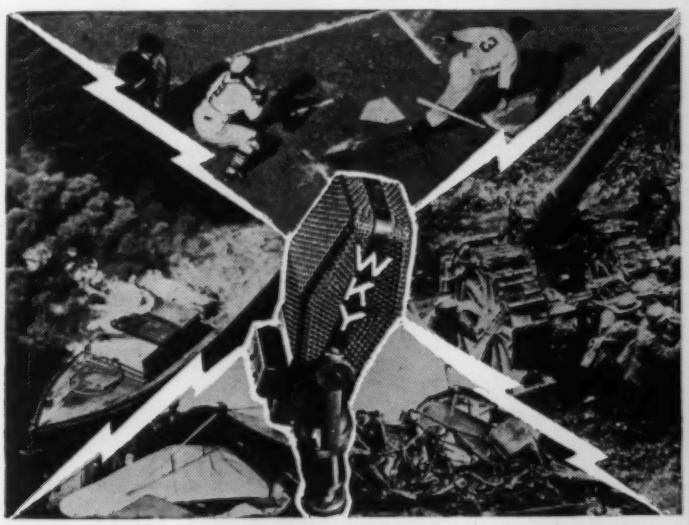

**WSOC**

**Transradio News**

To Spot Advertisers, WSOC offers a choice fifteen-minute period of TRANSRADIO NEWS. This spot already has a wide and consistent listener audience, ready to buy your soup, soap or automobiles.

Wire or write for price and details to—

**WSOC**
**Charlotte, N. C.**



**Full Meals for News-Hungry Listeners**

● Still hungry after its daily ration of 35,000,000 newspapers, the public's insatiable appetite for news has made newscasting one of radio's most popular features.

WKY for years has served its listeners with spot news bulletins supplied through the cooperation of the *Daily Oklahoman* and *Oklahoma City Times*, scoring smashing news beats consistently.

So when it began airing four regular 15-minute news periods daily on September 16th, WKY already had an established reputation for alert and reliable newscasting.

With this more comprehensive and regular newscasting service for its news-hungry listeners, WKY more truly than ever is the leader in radio entertainment and education in Oklahoma.

WKY
OKLAHOMA CITY
NBC AFFILIATE
Affiliated with The Daily Oklahoman, the Times, and the Farmer-Stockman

NATIONAL REPRESENTATIVE — E. KATZ SPECIAL ADVERTISING AGENCY



**WDRC**

*"The Advertising Test Station in the Advertising Test City"*

**HARTFORD, CONN.**

*Full Time—16 Hours Daily 2500 Watts Days—1000 Watts Nights*

National Representative: Free, Johns & Field, Inc. New York, Chicago, Detroit, San Francisco, Los Angeles

Basic Network Station of the Columbia Broadcasting System

YOU'D NOT USE SINGLE BLANKETS on a DOUBLE BED!

*You've simply gotta have*

**Balanced Coverage**

•

**You get that in Northern California from ONE independent radio station...**

**KSFO**

**SAN FRANCISCO - OAKLAND**
**560 k. c. — 1,000 watts — full time**

● Positive **proof** of **KSFO's balanced coverage** is the fact that audience mail comes from the whole Northern California area in amazingly direct proportion with the distribution of population. You reach **all** of Northern California on **KSFO**... the **only** independent hereabouts with a really swell frequency.

**THE ASSOCIATED BROADCASTERS · INC**
**RUSS BLDG. · SAN FRANCISCO, CALIFORNIA**
**Philip G. Lasky, General Manager**


## NETWORK RENEWALS

**(All times EST unless otherwise specified)**

### New Business

MAYBELLINE Co., Chicago (cosmetics) on Oct. 13 starts *Penthouse Serenade* on 53 NBC-WEAF stations, Sundays, 5-5:30 p. m. Agency: Cramer-Krasselt Co., Milwaukee.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap) on Sept. 30 started *Ivory Stamp Club* on 18 NBC-WJZ stations, Mon., Wed., Fri., 7:15-7:30 p. m. Agency: Blackman Adv. Inc., N. Y.

GENERAL MOTORS Corp., Detroit, on Oct. 6 starts *General Motors Concerts* on 65 NBC-WEAF stations, Sundays, 10-11 p. m. Agency: Campbell-Ewald Co. Inc., N. Y.

COLGATE - PALMOLIVE - PEET Corp., Jersey City (Super-Suds) on Oct. 14 starts *Clara, Lu 'n' Em* on 57 NBC-WEAF stations, Mon., Thurs., Fri., 5:45-6 p. m. Agency: Benton & Bowles Inc., N. Y.

BEST FOODS Inc., New York (Hellman's mayonnaise) on Oct. 1 starts *Ida Bailey Allen* on 21 NBC-WEAF stations, Tues., Wed., Thurs., 11-11:15 a. m. Agency: Benton & Bowles Inc., N. Y.

LUDENS Inc., Reading, Pa. (cough drops) on Oct. 6 starts *Al Goodman orchestra* on NBC-WEAF network, Sundays, 5:45-6 p. m. Agency: J. M. Mathes Inc., N. Y.

PISO Co., Warren, Pa. (cough syrup) on Oct. 22 starts program on 7 Mutual stations, Tues., Thurs., 12:15-12:30 p. m. Agency: Aitken-Kynett Co. Inc., Philadelphia.

LEHN & FINK PRODUCTS Co., New York (Hinds cosmetics) on Oct. 6 starts *Leslie Howard* on CBS network, Sundays, 8:30-9 p. m. Agency: Kenyon & Eckhardt Inc., N. Y.

**FIRST LADY AND SLUM — In an ill-smelling Detroit alley, Mrs. Franklin D. Roosevelt spoke over WJR at the opening of the city's slum clearance project. Here she is, with John Eccles, announcer (behind the "mike") and Duncan Moor, WJR reporter and member of the slum clearance commission.**

E. I. DU PONT de NEMOURS & Co. Inc., Wilmington, Del., on Oct. 9 starts *Cavalcade of America* on 38 CBS stations, Wednesdays, 8-8:30 p. m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

CARBORUNDUM Co., Niagara Falls, N. Y. (abrasives) on Oct. 19 starts *Carborundum Band* on 18 CBS stations, Saturdays, 7:30-8 p. m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

LEHN & FINK PRODUCTS Co., New York (Pebeco toothpaste) on Sept. 29 starts *Eddie Cantor, Rubinoff*, on CBS network, Sundays 8-8:30 p. m. Agency: Lennen & Mitchell Inc., N. Y.

SOCONY-VACUUM OIL Co. Inc., New York (Mobilgas) on Oct. 4 starts *Flying Red Horse Tavern* on 34 CBS stations, Fridays, 8-8:30 p. m. Agency: J. Stirling Getchell Inc., N. Y.

CAMPBELL SOUP Co., Camden, N. J. (tomato juice) on Oct. 2 starts *Burns & Allen* on 71 CBS stations, Wednesdays, 8:30-9 p. m., repeat at 11:30. Agency: F. Wallis Armstrong Co., Philadelphia.

PURITY BAKERIES Corp., Chicago (Tastyee bread) on Oct. 7 starts *Omar the Mystic* on 3 MBS stations, Mon. thru Fri., 5:15-5:30 p. m. with repeat at 5:45. Agency: Hanff-Metzger Inc., Chicago.

R. L. WATKINS Co., New York (Dr. Lyon's toothpowder) on Sept. 16 started *Backstage Wife* on 4 Mutual stations, Mon. thru Fri., 9:45-10 a. m. (EDST). Agency: Blackett-Sample-Hummert Inc., N. Y.

LEHN & FINK Inc., New York (Hinds cosmetics) on Nov. 4 starts program on 3 NBC-KPO stations, Mon., Wed., Fri., 4:30-5 p. m. (PST). Agency: Kenyon & Eckhardt Inc., N. Y.

## First Pacific AAAA Meet Is Scheduled Oct. 24-25

DATES for the first annual Pacific Coast convention of the American Association of Advertising Agencies at Del Monte, Cal., have been set for Oct. 24-25. All sessions will be invitational. First day sessions, for members only, will feature talks and round table discussions by agency executives. The second day will also be for members and probably invited guests. Attendance of several eastern officers of the AAAA is expected.

Dana H. Jones, president of the Dana H. Jones Adv. Agency, Los Angeles, and chairman of the convention program committee, stated that all sessions will follow closely the style set by the AAAA in White Sulphur Springs last April. Particular emphasis will be placed on agency management rather than on advertising technique, it was stated. Walter A. Burke, McCann-Erickson Inc., San Francisco, regional executive of the AAAA for the Pacific Coast, is acting as "clearing house" for the convention.

AMONG the 30 million U. S. farmers, 25% have radios even though 93% have neither bathtubs nor showers and 76% still use kerosene or gasoline lamps, reports the Rural Electrification Administration.

F. W. FITCH Co., Des Moines (cosmetics, etc.) on Oct. 1 starts Wendell Hall on 18 NBC-WJZ stations, Tuesdays, 10-10:15 p. m. Agency: L. W. Ramsey Co., Davenport, Ia.

GEORGE W. LUFT Co., Long Island City (Tangee lipstick) on Oct. 30 starts *Jimmy Fidler Hollywood Gossip* on 32 NBC-WJZ stations, Wednesdays, 10:30-10:45 p. m. (EDST). Agency: Cecil, Warwick & Cecil Inc., N. Y.

STANDARD OIL Co. (Indiana), Chicago (oil products) on Oct. 13 starts *Jack Hylton's Orchestra* on 19 CBS stations keyed from WBBM (without WABC), Sundays, 10:30-11:30 p. m. Agency: McCann-Erickson Inc., Chicago.

SPERRY FLOUR Co., San Francisco (flour) on Sept. 25, started for 13 weeks *Male Chorus Parade* on KFRC and the Don Lee network, Wednesdays, 8:15-8:30 p. m. (PST). Agency: Westco Adv. Agency, San Francisco.

### Renewal Contracts

SPERRY FLOUR Co., San Francisco (flour and Wheathearts), on Oct. 6 renews *Sperry Sunday Special* on 5 NBC-KPO stations, Sundays, 1-1:30 p. m. (PST.) Agency: Westco Advertising Agency, San Francisco.

CAMPBELL SOUP Co., Camden, N. J. on Oct. 4 renews *Hollywood Hotel* on 71 CBS stations, keyed from KHJ, Fridays, 9-10 p. m. Agency: F. Wallis Armstrong Co., Philadelphia.

COCOMALT Co., Hoboken, N. J. (Cocomalt) on Oct. 2 renews *Buck Rogers in the 25th Century* on CBS network, Mon. thru Thurs., 6-6:15 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.


*IN ALABAMA it's*

**WBRC**

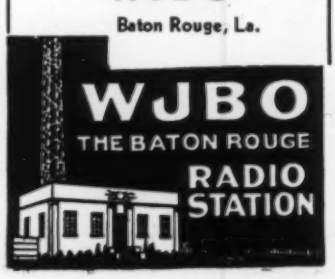
OLDEST AND ONLY FULL TIME HIGH-POWERED STATION

1000 WATTS
•
930 KILOCYCLES
•
AFFILIATED CBS

WBRC is, by every count, Birmingham's dominant station. Not only the oldest, but the ONLY high-powered station in Alabama with full time schedule, day and night. WBRC is not handicapped by dividing time with any other station, or a forced reduction in night time power. It operates on 1000 watts from 7:00 A. M. to 11:00 P. M. every day, without interruption.

**BIRMINGHAM BROADCASTING CO. Inc.**
**BANKHEAD HOTEL BIRMINGHAM, ALA.**

**WJBO offers you coverage in the rich Mississippi Delta at a cost of less than $2.00 per thousand listeners.**
*For Further Information*
**Write**
**WJBO**
**Baton Rouge, La.**




**RADIO STATION REPRESENTATIVES**
**WALTER BIDDICK CO.**
**568 Chamber of Commerce Bldg., Los Angeles**
**1358 Russ Bldg., San Francisco, California**
**1038 Exchange Bldg., Seattle, Washington**
**619 Charles Bldg., Denver**

## Network Changes

WM. R. WARNER Co. on Sept. 18 changed John Charles Thomas to 9-9:30 p. m. and Warden Lawes 9:30-10 p. m., Wednesdays, NBC-WJZ network.

GENERAL FOODS Corp. (Sanka coffee) shifts *Helen Hayes*, starting Oct. 1 on NBC-WJZ network, to 9:30-10 p. m.

LIFE SAVERS Inc., on Sept. 18 added 27 NBC-WJZ stations to *Life Savers Rendevous.*

HAROLD F. RITCHIE Co. on Sept. 17 added 7 NBC stations to *Eno Crime Clues.*

BORDEN SALES Co. on Oct. 2 adds 6 NBC stations to *Magic Recipes.*

KRAFT-PHENIX CHEESE Corp., Chicago on Dec. 5 changes to *Bing Crosby and Jimmy Dorsey's orchestra* on NBC-WEAF network.

BRISTOL-MYERS Co. on Oct. 2 returns *Fred Allen* to *Town Hall Tonight* on NBC-WEAF network.

SCOTT & BOWNE Inc., Bloomfield, N. J. (Scott's Emulsion) on Sept. 21 added 6 stations to NBC-WJZ network.

GENERAL FOODS Corp., New York on Oct. 3 changes title of program to *Maxwel House Showboat Starring Lanny Ross* and adds *The Westerners* on NBC-WEAF network.

GULF REFINING Co., Pittsburgh (oil products) on Sept. 29 changed to 7:30-8 p. m. Sundays on CBS network, with *Phil Baker, Beetle & Bottle, Hal Kemp orchestra*, with program titled *Great American Tourist.*

GENERAL FOODS Corp., New York (Log Cabin syrup) on Oct. 2 changes to *Frank Crumit, Conrad Thibault, Harry Salter's orchestra*, on NBC-WEAF, network, Wednesdays, 10-10:30 p. m.

KOLYNOS SALES Co. Inc., on Sept. 30 extended *Just Plain Bill* on CBS to include CBS-Don Lee network.

WYETH CHEMICAL Co. on Sept. 30 extended *Mrs. Wiggs of the Cabbage Patch* to include 11 CBS stations.

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H. J. HEINZ Co., Pittsburgh (57 Varieties) will start a new series on more than 50 CBS stations Oct. 7, with the programs, titled *Hostess Counsel*, to be heard Mondays, Wednesdays, Fridays, 10-10:15 a. m., repeat for West at 1 p. m. Josephine Gibson, food advisor, will be in charge. Maxon Inc., Detroit, is the agency.

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WILLIAM WRIGLEY Jr. Co., Chicago (chewing gum) on Sept. 30 started *Myrt & Marge* on CBS network, Mon. through Fri., 7-7:15 p. m., with repeat at 11.


YOUR OPPORTUNITY!

— 20,000 oil wells
— $500,000 Daily Production
— This money will Buy Your Products
— This Station Reaches the People With Money
— Let Us Produce For You

KFRO
VOICE OF LONGVIEW


## AGENCIES AND REPRESENTATIVES

AERIAL PUBLICIZING Inc., 30 Rockefeller Plaza, New York, has been appointed representatives in Eastern territory for KJBS, San Francisco, and KQW, San Jose, Cal. The company now also represents WROK, Rockford, Ill.; WCBS, Springfield, Ill.; WDAS, Philadelphia; WWSW, Pittsburgh; WJTL, Atlanta; WKEU, Griffin, Ga.; WSAR, Fall River, Mass.; WPFB, Hattiesburg, Miss.; KFJB, Marshalltown, Ia.; WEHC, Charlottesville, Va.; KROW, Oakland, Cal.; WCLO, Janesville, Wis.; KLPM, Minot, N. D.; CKPR, Ft.William, Ont.; CKCV, Quebec City; CKCK, Regina, Sask.

J. H. McKEE, radio head of Cecil, Warwick & Cecil Inc., New York, who has been in Hollywood most of the year, late in September moved there permanently to handle programs emanating from the film center.

A. L. BOWMAN has resigned an executive position with the Commercial Credit Co., large automobile finance company, to join the sales organization of Free & Sleininger Inc., radio station representatives. He assumes his new duties as account executive in the Chicago office of Free & Sleininger Inc., on Oct. 1.

JACKSON & MOORE, radio station representatives at Chicago, on Sept. 16 announced the opening of a branch office at 810 Stephenson Bldg., Detroit.

L. D. WERTHEIMER, ADV. Inc., New York agency, has opened a Chicago branch at 230 N. Michigan Ave., with George Enzinger, formerly of Morris, Windmuller & Enzinger, Chicago, as vice president in charge.

NEWKIRK & LAWRENCE, radio advertising and production agency, has established offices at 1558 N. Vine St., Hollywood. Van C. Newkirk, formerly production and program manager of KNX, Hollywood, is the head of the agency.

RICHARD C. DUNKEL has joined Benton & Bowles Inc., New York, as assistant to A. M. Lewis, director of media for this agency. Mr. Dunkel was formerly head of the media and research departments of the Geyer Co., Dayton.

DON FORKER, head of the New York radio department of Lord & Thomas, was in Hollywood for the new Lucky Strike *Hit Parade* series on NBC. Montague Hackett, Gregg Williamson and C. H. Nathan, of the agency, went to Hollywood later in the month, the latter two to produce the program, Mr. Hackett returning to New York.

ROY KELLOGG, partner in Campbell-Kellogg Co., Los Angeles agency, in September severed connection with the firm and joined the radio department of the Scholts Adv. Service in the same city.

HOWARD ALMON, formerly advertising account executive for the Shell Oil Co., San Francisco, has joined the staff of McCann-Erickson Inc., that city, and will service radio along with other accounts.

EDITH M. ABBOTT, radio account executive, of Botsford, Constantine & Gardner, San Francisco, has returned to her desk after a two-months vacation in Colorado and the East.


FRIEND
To Radio Fans
To Advertising Plans
WLBC—MUNCIE, INDIANA


## "Romance Reporter"

THE *Romance Reporter*, who picks the most typical romantic couple coming from the marriage license bureau and interviews them before the microphone, is a new quarter-hour program broadcast each noon over WBBM, Chicago, under the sponsorship of Nelson Brothers Storage & Furniture Co., Chicago. Martha Linn, Chicago advertising woman who devised the program, herself selects the couple and handles the interviews, asking such questions as "Where did you meet? Was it love at first sight? When will you be married?", and suggesting that they buy their furniture from the sponsor, who gives each couple a pair of lamps as a wedding gift.

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EDWARD F. STEVENSON has been appointed director of radio for Kelly, Nason & Roosevelt Inc., New York agency. Mr. Stevenson was formerly connected with Crosby-Gaige, New York stage producer.

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REINCKE-ELLIS-YOUNGGREEN & FINN Inc., Chicago, on Oct. 1 will move to larger quarters in the McGraw-Hill Bldg.

C. HALSTEAD COTTINGHAM, for more than six years with Campbell-Ewald Co. Inc., in Detroit and New York where he served as art director, radio executive and account executive, has rejoined N. W. Ayer & Son Inc., as an account executive in the Philadelphia office.

FRANCIS WOODWORTH, assistant account executive, Lord & Thomas, San Francisco, resigned Sept. 15, to join *National Geographic Magazine* in Washington, in an editorial capacity.

THOMAS AITKEN Jr., formerly with Bowman, Deute, Cummings Inc., San Francisco, has joined Kelly, Nason & Roosevelt Inc., that city, as account executive, succeeding Worth Hale, resigned.

INNES HARRIS has been promoted to director of publicity for Erwin, Wasey & Co., New York. Mr. Harris was formerly in charge of radio publicity.

FRANK T. SAMUEL, vice president of Harold Cabot & Co., Boston agency, has been placed in charge of the radio and merchandising departments.

JANE ROBINSON, formerly in the advertising department of Ransohoff's, exclusive San Francisco woman's apparel shop, has joined the Maurice H. Hyde Co. advertising agency in that city. She will service radio as well as other accounts.


7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & SLEININGER



—That Boarding-House Reach!

—YESSIR, Northwestern Ohio's ONLY Radio Station, WSPD, has just acquired a 1935 edition of the "boarding-house reach"—and if you don't think we're reaching out and holding the listening audience at the western end of Lake Erie, you haven't been taking your iron lately.

•

*We mention the above, not to press you for business, but to remind you that you're missing part of your target unless WSPD carries your advertising message.*

•

A Few Important Facts to Consider

WSPD is the ONLY Radio Station in Toledo.

WSPD is a basic Columbia outlet.

WSPD has just installed a new 5000 Kw. Transmitter.

WSPD now operates on 2500 Watts day and 1000 Watts night.

*Representatives:*
Joseph H. McGillvra
485 Madison Avenue
New York, N. Y.

John K. Kettlewell
919 N. Michigan Ave.
Chicago, Illinois

WSPD

Studios:
Commodore Perry Hotel
Toledo, Ohio

•

Transmitter:
Perrysburg, Ohio

*for*
**BRUTE STRENGTH**
*and*
**HIGH FIDELITY**

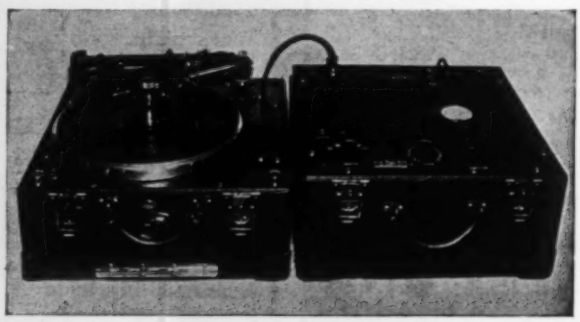
A heavily chemically coated disc with an aluminum base. Years of research, development and manufacturing experience have produced a recording disc that is the conceded leader of the industry.

*Check these characteristics and convince yourself.*

- Non Breakable.
- Can be played on any acoustical phonograph, 100 times or more.
- Although developed for the Presto Recorder, these discs can be cut on any standard wax recording machine.
- Will not deteriorate with time.
- Non-inflammable.
- Three center holes properly placed, prevent slipping during cutting of record.

The characteristics of these discs are such that many broadcasting stations are using them for transcription purposes.

**PRESTO RECORDER for Instantaneous High Fidelity Recording.**



The Presto Instant Recorder fulfills the insistent demands of Broadcasting stations and Electric Transcription studios for high quality apparatus.

EVERYTHING FOR RECORDING . . . FROM A NEEDLE TO A COMPLETE STUDIO INSTALLATION.

**Write for latest catalog on disc and reproducer.**

**PRESTO**
RECORDING CORPORATION
139 West 19th Street, New York, N. Y.


## TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by *National Advertising Records*, these being supplemental to the lists carried in previous issues of BROADCASTING:

American Radiator Co., New York (heating equipment)
American Washing Machine Mfgrs., Chicago
Ball Bros. Co., Muncie, Ind. (Mason jars)
John E. Cain Inc., Cambridge, Mass. (mayonnaise)
Campagnie Pariseine, San Antonio, Tex. (perfume)
Carlsbad Products Co., New York (Sprudel salts)
Florence Stove Co., Gardner, Mass. (ranges)
Hoffman Beverage Co., Newark, N. J. (beer & ale)
Ralston Purina Co., St. Louis (Purina chows)
Thermoid Rubber Co., Trenton, N. J.
Transcontinental & Western Air Inc., New York
Waitt & Bond Inc., Newark, N. J. (Blackstone & Quincy cigars)
Zenith Radio Corp., Chicago

STANDARD RADIO Inc., Los Angeles transcription producers, has severed its connections with Conquest Alliance Co., which previously represented it in several Eastern states. Representation in these states is temporarily being handled for Standard Radio through its Chicago office, 180 N. Michigan Ave.

KNOX Co., Los Angeles (Cystex, Diotex), has purchased a series from MacGregor & Sollie Inc., San Francisco transcription producers, entitled *The South America* to be presented over three Cuban stations. H. G. Love, president of CFCN, Calgary, Canada, has signed with MacGregor & Sollie to purchase most of the produced features. They will be released over CFCN and a network of six Canadian stations. KMPC, Los Angeles has signed to take the entire transcription service of the company. This is the first Los Angeles client of MacGregor and Sollie, but the third in Southern California. The others are KFOX, Long Beach, and KFXM, San Bernardino. John Fee, active in theater and radio production on the Coast, has been named assistant production manager for MacGregor & Sollie. The firm is recording a series featuring Aces of the Air, vocal male trio.

HOLLYWOOD RECORDING STUDIOS, Hollywood, was sold in September by Dickson McCoy, who joined the technical staff of the Otto K. Olesen Sound Studios. The Hollywood Studios are now managed by J. Leslie Asher, for seven years with Warner Bros., with Neal Jack, associated with RKO and RCA the last 15 years, as chief engineer.

AMERICAN RADIO FEATURES SYNDICATE Inc., Los Angeles program and transcription firm, in September changed its name to American Radio Features. No change in ownership or operation was made. The firm's new *Charlie Chan* series, produced in September for October release, has been taken by 2GB, Sydney; KGU, Honolulu; KGW, Portland; KSL, Salt Lake City; KFEL, Denver; KWCR, Cedar Rapids; KSO, Des Moines; KWKH, Shreveport and by an agency in Montreal for local release there.

SOUND Service, Inc., 5746 Sunset Blvd., Hollywood, has gone out of business, Radio Release Ltd., moving into the same quarters but not assuming any of the Sound Service business.

AUDISK CORP., San Francisco transcription producers, on Sept. 16 sold 26 quarter-hour episodes of *Treasure of Lorelei* to the Gardner Remedies Co., Seattle, for reproduction on KPCB, Seattle. The serial was sold thru Frank Gyles, Seattle representative of Audisk Corp.

LANGLOIS & WENTWORTH Inc., have taken offices at 420 Madison avenue, New York, for their new organization known as Advertisers' Radio Service.

SIGNING OF KIUN, Pecos, Tex., for the *NBC Thesaurus* service on Sept. 14 marked the 82d station on the list of Thesaurus subscribers, reports NBC.

WIRED RADIO Inc., Cleveland, has taken *Once Upon a Time*, transcription produced by Frederick C. Dahlquist, Los Angeles, for its subscribers.

## Sanders Profits by Radio

(*Continued from page 13*)

nouncements on the early morning *Sun Dial* program. We also have three 15-minute broadcasts a week featuring *John Olson and his Rhythm Rascals*. Another popular program of ours is the *Sanders Talent Quest*, broadcast for a half-hour period each week. Our most recent addition to the radio schedule is a 15-minute dramatic program broadcast each Sunday, entitled *What Would You Do?*—a dramatic sketch in which listeners are left with a vital problem which they themselves are asked to solve in their own manner.

Starting as just another advertising medium, our radio broadcasting over WTMJ has actually become the tail that wags the dog. Radio's influence has carried us upward to a point where we have without question the largest stock of merchandise in this section of the country. We carry regularly a stock of 5,000 garments in current models and fabrics. Our store has not found it necessary to run sales, for old merchandise does not accummulate, and the so-called "P. M.'s" as they are commonly known in clothing merchandising, do not exist. The rapid turnover we enjoy necessitates weekly purchases on Sunday of additional fill-in stock to maintain the large assortment we carry at all times.

We give radio full credit for our success, for truly it has made us what we are today.


**WTMV**
*in the*
**ST. LOUIS AREA**

WITH A NEWS BROADCAST
EVERY HOUR
ON THE HOUR
A LOCAL STAFF WITH
I. N. S. AND R. N. A.

**WTCN**
ST. PAUL AND MINNEAPOLIS
**FREE & SLEININGER, Inc.**
National Representatives

# *Right over the old* "HOME PLATE"

● We've been "putting it over" for Wheaties in Cleveland . . . yes, and *into* the "home plate" of thousands who go for sports as well as breakfast foods. In fact, Wheaties, sponsoring the regular broadcasting of Indian baseball games, have climbed from fifth to second place in the cereal league standings. And that from the famous Parent-Teachers' Association "Pantry Survey" made annually by a local newspaper.

Aired over our wave recently have been Mel Harder, ace pitcher, who drew more than 10,000 entries in a sponsored contest . . . the All-Star game played in Cleveland's giant stadium . . . Lawson Little's smashing victory in the National Amateur . . . the Baer-Louis battle . . . official weekly programs of golf and amateur baseball associations. We could go on and on . . . could tell of the commercial possibilities offered by football, hockey and basketball programs now coming up, ready for sponsorship.

But, before we let our modesty run away with us, we're doing a sign-off. This is WGAR, suggesting that all advertisers who wonder what on earth to do about Northern Ohio sales, consider well the sports features of Cleveland's Friendly Station.

**ELLIS VANDERPYL**
whose daily Sports Flashes helped win a $200,000 business increase in a single year for a local clothier.

**MEL HARDER**
. . . his "baseball twisters" contest sent more than 10,000 auto-drivers stationward to try a new gasoline.

**BOB EVANS**
. . . son of the famed Billy. Play-by-play or resume, he thrills listeners with sports from baseball to hockey.

**WGAR** "CLEVELAND'S FRIENDLY STATION"
Member N. B. C. Blue Network
John F. Patt, *Vice President and General Manager*
Edward Petry & Co., Inc., *National Representatives*

WOKO

BASIC COLUMBIA OUTLET

COVERS

Albany
Troy
Schenectady

Approximately ½ Million Coverage

## RADIO ADVERTISERS

STAR-SHEEN COSMETIC Co., Hollywood, has named Llewellyn-Seymour Inc., Los Angeles agency, to handle its account with a national campaign including radio and magazines. S. H. McCracken, is the new sales promotion manager.

FRIGIDAIRE SALES CORP., Dayton, O., (refrigerators and air conditioning equipment) a division of General Motors Corp., has appointed Lord & Thomas, Chicago, to handle its advertising. The advertising for Delco appliances (oil burners, fans, vacuum cleaners, etc.) will remain with Geyer, Cornell & Newell Inc., Rochester, N. Y.

GARCIA GRANDE CIGARS Inc., New York, has placed its account with Peck Adv. Agency, New York.

GEORGE H. GRINNELL Jr. has been appointed assistant sales promotion and advertising manager of Individual Drinking Cup Co., Easton, Pa. (Dixie Cups).

SOCONY-VACUUM OIL Co., (White Star division) has contracted for broadcasts over WJIM, Lansing, of all Michigan State football games.

PASADENA PRODUCTS Co., Pasadena, Cal., (Sal-Ro-Cin tablets), in September launched its initial radio program on KNX, Hollywood, through Newkirk-Lawrence Agency, Hollywood, using a weekly noon period.

TALLYHO . . . .

We're not the largest station in our territory, BUT—because of regular, local interest programs, we do claim outstanding popularity, with adequate power for coverage of the Mid-South.

WNBR MEMPHIS, TENN.

### Jointly Sponsored

LIKE the joint sponsorship on CBS of the *March of Time* by *Time Magazine* and Remington-Rand Inc., the Charlie Chan transcription series produced by American Radio Features, Los Angeles, is being jointly sponsored on KOMO, Seattle, by Binyon Optical Co., which wanted only two quarter-hours weekly, and Charles E. Sullivan, Seattle florist. The disc series is a thrice-weekly production, the optical firm taking the Monday and Friday programs and the florist the Wednesday program.

CLIMALENE Co., Canton, O. (cleaning compounds), makes up lists, including radio, in October. Agency: W. S. Hill Co. Inc., Pittsburgh. Appropriation: $225,000.

AMERICAN GAS MACHINE Co. Inc., Albert Lea, Minn., makes up lists, including radio, in October. Agency: Greve Adv. Agency Inc., St. Paul. Appropriation: $60,000.

R. B. DAVIS Co., Hoboken, N. J. (Cocomalt, Cut-Rite waxed paper, Davis baking powder), makes up lists, including radio, in October and November. Agency: Ruthrauff & Ryan Inc., N. Y.

NATIONAL LEATHER & SHOE FINDINGS ASSN., St. Louis, plans to use spot radio in a three-year campaign promoting shoe repairing.

AMODEC Inc., New York (modern furniture), contemplating a campaign including radio, has placed its account with J. M. Mathes Inc., N. Y.

HEALTH PRODUCTS Corp., New York (White's cod liver oil) has placed its advertising of that product with Harry C. Phibbs Adv. Co., Chicago.

KAEMPFER'S, Chicago (Big Kernel bird food) has placed its advertising with Behel & Waldie, Chicago.

JENNY WREN Co., Lawrence, Kan. (prepared flour) has transferred its account to Mitchell-Faust Adv. Co., Chicago.

DAVID G. EVANS COFFEE Co., St. Louis (Old Judge coffee) is advertising through Ridgway Co., St. Louis.

KREMENTZ & Co., Newark (jewelry) is advertising through Morton Freund Adv., N. Y.

EY TEB Inc., New York (eyelash treatment) has placed its account with Monroe F. Dreher Inc., Newark.

FOWNES BROS. & Co., New York (gloves) is advertising through Geare-Marston Inc., N. Y.

MARSHALL FIELD & Co., Chicago (chain retailer) has placed its advertising with Aubrey, Moore & Wallace Inc., Chicago.

UDGA Inc., St. Paul (proprietary) has appointed Allan L. Firestone Adv. Agency, St. Paul, to handle its account.

HEIL Co., Milwaukee (machinery) has placed its account with Editorial Service Inc., Milwaukee.

CONTI PRODUCTS Corp., New York (castile soap, etc.), has named Bermingham, Castleman & Pierce Inc., New York, as its agency.

### Station Representative Re-named Wilson-Dalton

ROWARD H. WILSON & ASSOCIATES, representative for a number of stations serving the Midwest farm audience, has changed its name to Wilson-Dalton, following the affiliation of Thomas W. Dalton, formerly of the sales department of Pepsodent Co., Chicago. Mr. Dalton is in charge of the firm's Chicago office at 75 East Wacker Drive, while Mr. Wilson is manager at Kansas City, his address being 1329 Baltimore Ave.

Wilson-Dalton now represents stations KFBI, Abilene, Kan.; KFEQ, St. Joseph, Mo.; KGGF, Coffeyville, Kan.; WNAX, Yankton, S. D.; WAAW, Omaha; KMMJ, Clay Center, Neb.; KWTO-KGBX, Springfield, Mo.; KMA, Shenandoah, Ia., and WTMV, East St. Louis, Ill., in Chicago and Kansas City. The firm also represents the Colorado Network in Kansas City and St. Louis.

The Test of PRE-TESTING!

14,000 Responses

From one broadcast!

What's All This about PRE-TESTED Programs? A Pre-Tested program (WHN style) is a program whose audience appeal has been DEFINITELY TESTED AT THE STATION'S EXPENSE before it is offered to an advertiser. Here's an example of what it means in results:

THE PROGRAM . . . WHN Movie Club Broadcast
THE PRODUCT . . . . Watkin's Mulsified Cocoanut Oil Shampoo
THE AGENCY . . . . Blackett-Sample-Hummert, Inc.
THE TIME . . . . . Friday—8 to 9 p. m.
THE RESULT . . . . . Nearly 14,000 responses to a free sample offer on the second sponsored broadcast!

That's typical . . . not exceptional . . . Recently 15,000 telephone votes were received on the Schenley WHN AMATEUR HOUR. We have other equally convincing proofs to submit to interested advertisers and agencies.

PRE-TESTED Programs Available for IMMEDIATE SPONSORSHIP

Ed. Lowry's Broadway Melody Hour. Fast-moving-variety show by a master showman, presenting the current vaudeville and radio hits of the week. Outstanding radio entertainment. A huge audience.
Monday — 8:00 to 8:30 P.M.

WHN Barn Dance. A pot-pourri of rural and western songs, music, gags and chatter which is pleasing New York plenty! Now breaking records in stage appearances in representative theatres.
Thursday — 9:30 to 10:30 P.M.
Saturday — 9:30 to 10:30 P.M.

Itty-Bitty Kiddy Hour. Slam-bang, uproarious comedy featuring Ward Wilson and Perry Charles in a dizzy burlesque of radio programs. New York is "nuts" about it!
Wednesday — 8:30 to 9:00 P.M.

M-G-M PICTURES LOEW'S THEATRES

WHN

Loew's State Theatre Building
Broadway & 45th Street

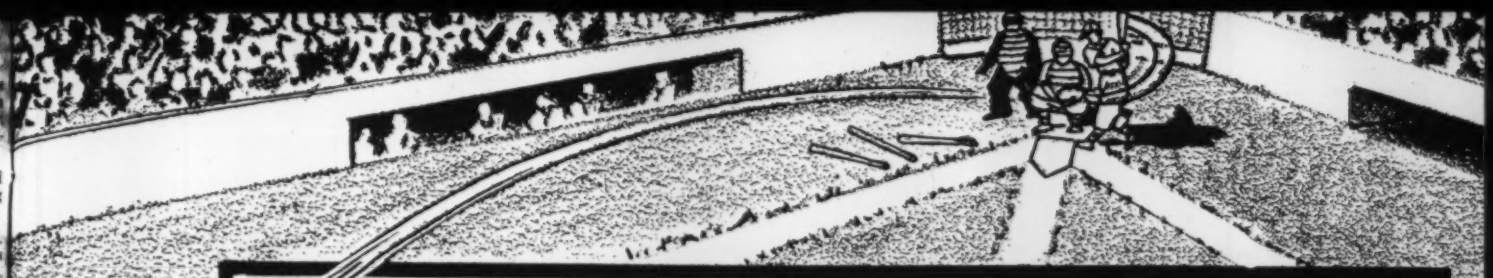
NEW YORK

1010 Kc. — 1000 Watts

COMPLETE

UNITED PRESS

NEWS COVERAGE



# BIG LEAGUE

WHAT A LINE-UP! Just scan this select list of stars in the broadcasting firmament. Yes, every one of them is currently using display space in BROADCASTING Magazine, because Big League stations know the Big League advertising medium. They know that those grandstands and those bleachers are filled to capacity with the "fans" for whom they want to perform . . . the advertising agencies and the advertisers who buy radio time. They have discovered that BROADCASTING Magazine is the bee-line to the men who place spot business. Those stations which don't aspire to graduate from the Bush Leagues should disregard this advertisement. We ask all others to follow the ball

| | | | | | |
|---|---|---|---|---|---|
| CKLW | Windsor-Detroit | WBRC | Birmingham | WLS | Chicago |
| KDYL | Salt Lake City | WCAE | Pittsburgh | WLW | Cincinnati |
| KFPY | Spokane, Wash. | WDAF | Kansas City | WMBD | Peoria, Ill. |
| KFRO | Longview, Texas | WDGY | Minneapolis | WMBG | Richmond, Va. |
| KFWB | Hollywood, Calif. | WDRC | Hartford, Conn. | WMBH | Joplin, Mo. |
| KGEZ | Kalispell, Mont. | WFAA-WBAP | Dallas-Ft. Worth | WMC | Memphis |
| KGIR | Butte, Mont. | WFBL | Syracuse, N. Y. | WMCA | New York City |
| KGMB | Honolulu, Hawaii | WFIL | Philadelphia | WMEX | Boston |
| KGVO | Missoula, Mont. | WFLA-WSUN | Clearwater-St. Petersburg | WMFG | Hibbing, Minn. |
| KEX | Portland, Ore. | WGAR | Cleveland, Ohio | WMT | Cedar Rapids, Ia. |
| KJR | Seattle, Wash. | WGR-WKBW | Buffalo | WNBR | Memphis |
| KMA | Shenandoah, Ia. | WGST | Atlanta | WOKO | Albany, N. Y. |
| KMBC | Kansas City | WHAS | Louisville | WOR | Newark |
| KNX | Los Angeles | WHB | Kansas City | WREN | Lawrence, Kan. |
| KRLD | Dallas | WHIO | Dayton, O. | WRVA | Richmond, Va. |
| KRNT | Des Moines | WHK | Cleveland | WSM | Nashville |
| KROC | Rochester, Minn. | WHN | New York City | WSPD | Toledo, O. |
| KSD | St. Louis | WHO | Des Moines | WSOC | Charlotte, N. C. |
| KSFO | San Francisco | WINS | New York City | WSYR | Syracuse, N. Y. |
| KSTP | St. Paul | WIP | Philadelphia | WTAR | Norfolk, Va. |
| KSO | Des Moines | WIRE | Indianapolis | WTCN | Minneapolis |
| KTUL | Tulsa, Okla. | WJAY | Cleveland | WTIC | Hartford, Conn. |
| KVI | Tacoma, Wash. | WJBO | Baton Rouge, La. | WTMV | E. St. Louis, Ill. |
| KWKH | Shreveport, La. | WJDX | Jackson, Miss. | WTMJ | Milwaukee |
| KYA | San Francisco | WJR | Detroit | WWNC | Asheville, N. C. |
| WAAT | Jersey City, N. J. | WKY | Oklahoma City | WWVA | Wheeling, W. Va. |
| WAVE | Louisville | WLBC | Muncie, Ind. | WXYZ | Detroit |
| WBAL | Baltimore | | | | |
| WBNX | New York City | | | | |

Columbia Broadcasting System
Iowa Broadcasting Co.
National Broadcasting Co.
Hearst Radio Inc.
Missouri Valley Broadcasters Assn.
Southwest Broadcasting System
Yankee Network
*(and associated stations)*

Rates FOR Coverage Data ON Request

BROADCASTING
combined with
Broadcast

# News Services Use Baer-Louis Details

### Agency's Effort to Prevent Other Broadcasts Ignored

NEWS broadcasting of the Baer-Louis fight in New York on Sept. 24 resulted in complications for all the parties concerned, but it finally developed that the commercial sponsor had the ringside, blow-by-blow description exclusively, while radio stations not carrying this broadcast were well served with prompt accounts by wire.

Mike Jacobs and the Twentieth Century Sporting Club sold exclusive broadcasting rights to the Buick Motor Co. for $27,500, through NBC and Arthur Kudner Inc., and the suggestion was made that this deal precluded the transmission of news from the ringside to radio stations for use on the air while the fight was in progress. At a meeting on the eve of the fight, attended by representatives of the four press associations, NBC, the sponsor and agency and the Press-Radio Bureau, counsel for Arthur Kudner propounded the view that the promoters had a property right in the broadcasting, which they could sell and restrain at will.

#### Agreement Fails

THIS was disputed by Isaac W. Gigges, counsel for Transradio Press Service, who refused to give any promise that news of the fight would be kept off clients' transmitters. A compromise was suggested, that bulletins be broadcast at the end of every three rounds and then at the conclusion.

There being no general agreement among the conferees, the meeting broke up without any definite decision, but it was expected that the press associations (other than Transradio) would communicate to their station clients (or stations associated with newspaper clients) the desire of Mr. Jacobs to keep off the air except at the intervals mentioned. Since Jacobs did not put this request on paper, the press associations at the last minute decided that they were free to serve their radio clients as they wished, and gave them full reports. These were in the natural course of events conveyed to the Press-Radio Bureau, and edited for retransmission.

PRB decided not to give blow-by-blow description of the fight, but to wait until there was some devisive action before putting out a bulletin. The first came at the end of the second round, another in the third when Baer was down for the count of eight, and a comprehensive summary after the knock-out.

Transradio press sent a man to the Yankee Stadium, armed with a concealed portable short-wave code transmitter. He sat in one of the 50 or so rows of so-called ringside seats, and sent out a running commentary which was picked up on the roof of a nearby building, relayed to Transradio downtown, and edited for the wires.

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WORLD BROADCASTING SYSTEM has moved its San Francisco headquarters to 1050 Howard St., where an entire building is being taken over, with complete Western Electric reproducing equipment installed. C. C. Langevin remains the WBS representative in that city.

### Profits to Edison

AN INDICATION of the extent to which the listening public, as well as the paying audience, was interested in the Baer-Louis fight is contained in power consumption reports of the New York Edison Co. During the evening 341,000 kw. hours more than the normal consumption was recorded on the company's meters. This greatly exceeds any of the "humps" reported after previous prizefight broadcasts. On the occasion of the Baer-Braddock title bout, the added load was 274,000 kw. hours.

# Frequency Signals Now Thrice Weekly

THE Bureau of Standards, which provides a standard frequency service which is broadcast, on Oct. 1, will place the service on a three days per week basis from its station, WWV, Beltsville, Md., near Washington, D. C. The object of these radio emissions is to provide a standard for scientific or other measurements requiring an accurate radio or audio frequency or time rate. They are likewise useful to radio transmitting stations for adjusting their transmitters to exact frequency, and to the public generally for calibrating frequency standards, it was stated.

On Tuesdays and Fridays the emissions will be continuous unmodulated waves (CW), and on Wednesdays they will be modulated by an audio frequency. The audio frequency will be in general 1,000 cycles per second. On all emissions three radio carrier frequencies will be transmitted as follows: noon to 1 p. m., Eastern Standard Time, 15,000 kc.; 1:15 to 2:15 p. m., 10,000 kc.; 2:30 to 3.30 p. m., 5,000 kc.

The emissions on 5,000 kc. will be found particularly useful at distances within a few hundred miles from Washington, those on 10,000 kc. will be useful for the rest of the United States, and those on 15,000 kc. will be useful in the western half of the United States and to some extent in other parts of the world.

During the first five minutes of the one-hour emission on each carrier frequency, announcements will be given. For the CW emissions, the announcements will be made by telegraphic keying and will consist of the call letters WWV and a statement of the frequency. This announcement will be repeated every 10 minutes. For the modulated emissions, the announcements will be given only at the beginning of the hour. They will be given by voice and will include the station call letters and a statement of the carrier frequency and the audio modulatic frequency.

Except during the announcements, the CW emissions will consist of continuous, unkeyed carrier frequency, giving a continuous beat note in the telephone receiver in heterodyne reception. The radiated power in the CW emissions will be 20,000 watts.

The modulated emissions, except during the voice announcements at the beginning of the hour, will consist of an uninterrupted audio frequency superposed on the carrier frequency. The radiated power will be only 1,000 watts; reception is therefore not as reliable as for the CW emissions of Tuesdays and Fridays.

## PROGRAM NOTES

A SERIES of quarter-hour weekly talks on "Patents and Inventions" by H. E. Taylor, president of the Manufacturers Research Institute, over WIND, Gary, Ind., has resulted in a flood of telephone calls, telegrams and letters from people who want to know more about the business of putting an invention on the market, surprising and pleasing the sponsors, who were hesitant about launching the series as they thought only a small number of people were interested in the subject.

A GROUP of performers from WXYZ, Detroit, presented a special *Concert Caravan* program from Toronto Sept. 18 by invitation of the Canadian Radio Commission. The program was broadcast over the CRC and Michigan networks. Heading the group was Brace Beemer, WXYZ manager, who was master of ceremonies. With him were Virginia Hooper, soprano; Eve Gladstone, pianist; Eduard Werner, until recently musical director of WXYZ, and Salvatore Cucchiara, tenor. The director of the program is Stanley Maxted.

WHILE Joe Sartory, sports announcer of WCAE, Pittsburgh, was touring with the Chamber of Commerce, his *Around the Cracker Barrel* emanated from WTBO, Cumberland, Md.

WAZL, Hazleton, Pa., broadcast three baseball games from Binghamton, N. Y., when the two cities were running neck-and-neck in the windup of the New York-Penn League. Handling the remote broadcasts were Vic Diehm, manager and sports announcer; William Beck, observer; Wilbert Markle, commercial announcer, and William Kuntz, remote operator.

A NEW weekly series, *Trips Through the Post Office*, is broadcast over WIND, Gary, Ind., during which every department of the Gary post office will be visited and its head interviewed.

SO POPULAR was the *Pencol Bulletin of the Air* series of civic and fraternal announcements on KFEL-KVOD, Denver, that the sponsor, Pencol Drug Stores, has extended the quarter-hour program to a half hour daily after only a month of broadcasting.

WKZO, Kalamazoo, Mich., has increased its weekly *Your Hometown Newspaper of the Air* to a half hour weekly. The program consists of the reading of items from 35 country papers in Southwest Michigan.

WSM, Nashville, on Sept. 30 started a new series of *Campus Theater of the Air* programs, with the University of Arkansas represented on the first broadcast.

WGAR, Cleveland, has started a "sign-off" news service in which events of the day are summarized.

GENERAL MILLS Inc., Minneapolis (Wheaties) is sponsoring a weekly series of programs on WCAE, Pittsburgh, with Dr. Jock Sutherland, University of Pittsburgh football coach, commenting on sports. Famous football games are dramatically recreated.

RECREATED versions of sporting events have been started by KSFO, San Francisco, with KQW, San Jose, also receiving the programs. Ray Lewis, of KQW, announces, and musical and sound effects are dubbed in the running accounts.

WHBY, Green Bay, Wis., has started a *Woman's Exchange* in which problems of the feminine audience are discussed in a Wednesday morning series. Listeners' contributions are broadcast.

### Now—Admirals!

RADIO'S Kentucky Colonels—step aside and make way for Nebraska's Admirals! Four members of the staff of WGAR, Cleveland, have been named staff members of the "Great Navy" of the sovereign, though inland State of Nebraska. They are John Patt, general manager (also a Kentucky Colonel); Eugene Carr, program manager; Ellis VanderPyl, sales manager, and Graves Taylor, publicity director. The superintendent of Radio Admirals has not yet been identified.

THE "rush party" of the Kansas City chapter of Beta Sigma Omicron sorority was held in the studios of KMBC, Kansas City, and broadcast by the station. KMBC has started a new series of movie gossip programs with Paul Henning announcing. The series is sponsored by Marshall Auto Stores.

WFIL, Philadelphia, has started a new series, five times weekly, of *Crazy Mountaineers*, native hill-billies.

GATELY'S, Tulsa branch of O. J. Miller Co. Inc., midwestern chain clothiers, this month renewed *Theater of the Air* series of daily programs over KTUL, Tulsa. Turning to radio exclusively last spring, the sponsor found a planned campaign highly successful, definitely turning upward the sales curve. The series consists of four musical, one amateur and one minstrel show.

FEDERAL SAVINGS & LOAN Co., Cleveland branch, is sponsoring a series of five-minute talks on WGAR. Four questions, read at the opening of the program, are answered following a talk on finance. The questions relate to facts of general interest. A contract for 52 weeks was signed when tests proved successful.

IN CONNECTION with its *Inquiring Reporter* broadcasts WHIO, Dayton, has a tieup with the affiliated *Dayton Daily News*, which sends a photographer to the broadcast as a newspaper and station circulation stimulant.

A POPULAR feature on WIP, Philadelphia, is the weekly *Vocational Advice to Boys*, conducted by Maj. H. K. Butcher and including guest speakers. The program is to be extended to Inter-City Group.


**Going Up—**
**Come on along!**

**RETAIL SALES up 14%—check transactions up 16%—car sales up 62%—farm prices up 30%—factory payrolls up 26%! That's the Milwaukee-Wisconsin market today compared to a year ago. And ONE station thoroughly covers this A-1 sales area—**

**WTMJ**
**The Milwaukee Journal**
Representatives, Ed. Petry & Co.

BUYING NEW "MIKES"—R. S. Bishop, manager of KFJZ, Fort Worth (center) purchases the first of the new Western Electric ball-type microphones developed by Bell Telephone Laboratories. W. C. Jones (right) of Bell, and Vernon Young, Graybar Electric Co., Dallas, congratulate him.

A NEW type of air show called *Club Columbia* was started recently by CBS with B. Charles-Dean, traveler, journalist and actor as master-of-ceremonies. The program is designed to provide the impromptu type of entertainment found in New York supper clubs where radio stars gather informally.

WBT, Charlotte, N. C., staged a radio breakfast for 4,000 Ford dealers and salesmen from the Carolinas, with the sales meeting being broadcast. A family breakfast skit was included in which a wife neatly persuades hubby to buy a Ford. Clair Shadwell prepared continuity and supervised production of the program.

WBNX, New York, announced a 10% increase in time rates effective Oct. 1 to cover all periods from 9 a. m. to midnight, with discounts available for 13, 26 and 52 weeks contracts and local broadcasters not advertising nationally known products permitted an additional 25%.

WIP, Philadelphia, has started a series of traffic court broadcasts, especially timely because of the local controversy over traffic regulations. Magistrate Jacob Dogole, who presides, has been a constant critical of police enforcement of traffic laws.

WBIG, Greensboro, N. C., covered the opening of the Reidsville tobacco market, with Greensboro and Reidsville city officials taking part, as well as sales representatives from cigarette companies.

WMT, Cedar Rapids, Ia., sold a co-operative quarter-hour to wholesalers having displays at a recent Iowa Grocer's Convention. An inquiring announcer interviewed delegates during the sessions.

GRETTA PALMER, newspaper columnist, is starting an air column over WOR, Newark, five times weekly under the title *Gretta Palmer Says*, using quarter-hour daytime periods.

IN A RECENT public contest conducted by the *Chicago Tribune* to pick the "Three Golden Voices" available for the paper's classified advertising department telephone solicitation room, WGN played an important part. Several hundred girls competed over WGN out of which a final 15 were selected by judges. These 15 were then presented for popular vote on a one-hour program, August 7 over WGN. Some 4600 votes were received from listeners who heard the one hour's *Golden Voice* contest.

WIP, Philadelphia, plans a series of autumn civic programs, the first to be dramatizations of petty rackets and means of avoiding them. The show will be handled by the Better Business Bureau and titled *It's a Racket*. President Ben Gimbel has arranged a series of safety programs with auto clubs, police and other groups co-operating.

KSFO, San Francisco, has inaugurated a novel idea in correct time broadcast by picking up the 12 noon and 4:30 p. m. siren atop the San Francisco Ferry Bldg. The studios are located on the thirty-first floor of the Russ Building, San Francisco's highest, and the pickup is accomplished by a parabola microphone on the roof of the structure, accurately aimed at the Ferry siren half a mile distant.

HIGHLIGHTS of musical comedy and light opera are presented Fridays by KSD, St. Louis, with matinee and evening performances, titled *Romance in the Air*. During the illness of Allen Clarke the program featured Mario Silva, baritone and KSD musical director.

ARBAUGH'S, leading Lansing department store, is sponsoring a daily hour *Musical Clock* program on WJIM, Lansing, using Thesaurus service.

## "Banner Newshawk"

ONCE one of the bitterest critics of radio, James G. Stahlman, publisher of the *Nashville Banner* and former president of the Southern Newspaper Publishers Association, on Sept. 22 announced in a full-page advertisement in that paper that the *Banner Newshawk*, radio voice of the publication, would thereafter be heard six noondays weekly on WSM. Joining the newspaper staff to handle radio promotion is George Ellis, formerly identified with such radio serials as the *Trial of Vivian Ware* and *What Would You Do?* The daily bulletins of the *Banner Newshawk* will be edited from the AP, UP and INS reports in addition to the local and state news gathered by the newspaper.


WWNC
ASHEVILLE, N. C.
*Full Time NBC Affiliate 1,000 Watts*
*Western North Carolina's Only Radio Station*
NORTH Carolina leads the Southeast in volume of retail trade . . . and WWNC blankets resort-industrial Western North Carolina — "The Quality Market of The Southeast".

WXYZ
NOW THE DETROIT OUTLET FOR NBC BLUE NETWORK
*Continuing the Eminently Successful Merchandising Service*
WXYZ will continue as the key station for the Michigan Radio Network and will also continue its remarkable assistance to advertisers — the FREE MERCHANDISING SERVICE! This service has been of invaluable aid especially to food and drug manufacturers seeking sales outlets and distributors in the great, rich Michigan market. Write or wire for details.
KUNSKY-TRENDLE
BROADCASTING CORPORATION
(Owners and Operators of Station WXYZ)
300 MADISON THEATRE BLDG., DETROIT
WM. G. RAMBEAU CO., Representatives
HOME OFFICES: Tribune Tower, Chicago
Eastern Office: 507 CHANIN BLDG. New York
Western Office: RUSS BUILDING San Francisco

"Local Color" SELLS
★You can't match the intimacy of a second-frontier station like WAAT with anything else in broadcasting. Dude schedule makers too often skip the fascinating grip which it holds on its geographically "small town" and suburban audience. Those on our client-list know better. Somehow broadcasters just naturally turn hard-boiled with a station like WAAT. Mere sentiment could never keep these friendships so long. Cash-dollar business does.
WAAT grew to what it is — on the astonishing response it gets for its users. Operating daytime only, WAAT has a vast following all its own — in the rich cosmopolis of Newark, Jersey City, Hoboken, West New York, Passaic, Bayonne, Union City, Elizabeth, Hackensack, the Oranges and Montclair. Over 2,250,000 people are in its primary reach. 87.1% of the area's homes are radio homes (largest ratio in the Union). Uncharged for, you get a jumbo bonus in New York City, Brooklyn, Staten Island, Long Island and Westchester. Rates are more than moderate.
*Full details and success examples on request.*
CASE HISTORY 16 Manufacturer establishes 2710 new customers after 41 spot announcements.
CASE HISTORY 21 National spot advertiser found WAAT produced the lowest cost per inquiry in the New York Metropolitan area.
CASE HISTORY 38 Local retailer using WAAT exclusively increased average *monthly* dollar volume by $5,000.00 during 1935.
940 KC
WAAT
JERSEY CITY & SUBURBS

OUR "INTER-CITY" CONNECTION

*Gives Us*

★★★★ "FIVE STAR FINAL"

★★★★ "GOOD-WILL COURT"

★★★★ "CATHEDRAL of the UNDERWORLD"

★★★★ "TODAY'S WINNERS"

★★★★ "STREET FORUM"

and many other 4 Star Features for our steadily increasing audience.

WMEX

1500 kc — 250 w L.S. — 100 w N.

HOTEL MANGER — BOSTON

In America's Fourth Market

Tel. CAPitol 7560—Teletype Bos. 157


## EQUIPMENT

GATES RADIO & SUPPLY Co., Quincy, Ill., has released a new 34-page catalog of broadcast and studio equipment. It is available to all broadcasters and engineers and gives a full description of new Gates high-fidelity speech equipment, transcription turn-tables, microphones and remote amplifiers.

BELL TELEPHONE LABORATORIES announces designing of a new output switching panel for Western Electric, the panel providing facilities for dispatching programs from as many as six amplifier channels over four output circuits to line amplifiers. The panel may be used to assign any one amplifier simultaneously to a combination of two, three or four outgoing circuits for independently controlled networks to separate destinations. Preselection of amplifier channels for programs to follow is a feature. The equipment is described in a Western Electric bulletin *Output Switching Panel 271A*.

AMPERITE Corp., New York, has designed a ball-bearing microphone stand moving up and down with a smooth pneumatic action and requiring only ⅛ turn for a positive stop. The ball-bearing clutch permits the stand to be rotated without loosening the clutch. It can be obtained in chrome or black finish with two base sizes.

WOWO, Fort Wayne, Ind., is erecting a 450-foot vertical Blaw-Knox antenna. Completion is set for the latter part of October, at which time present power of 10,000 watts will be raised to 25,000 watts.

PAUL DANIELS, chief operator of KFBI, Abilene, Kan., is revising speech input equipment to insure high fidelity.

**WLW NEWS ROOM—Caught in action is the news staff of the Cincinnati 500 kw. station, with its INS, Transradio and Dow-Jones leased wires. Left to right are H. Lee Macewen, news editor; Fred M. Witt, Richard Early, Robert Heidler.**

CHARLES E. SCHULER, in charge of tower sales for International-Stacey Corp., Columbus, on Sept. 18 was granted two patents by the U. S. Patent Office covering a vertical radiator antenna system. The patent numbers were 2,014,784 and 2,014,785.

KOW-KEX, Portland, Ore., have added a portable sound-effects machine, devised by Harry Singleton, chief engineer, and Earl Missner, his assistant. It has two speakers, an elaborate mixing panel with silent switches using mercury tumblers. A control regulates highs and lows, and the device can be used for talk-back to create the effect of loud-speaker or telephone. Audition records of the light, pre-grooved variety can be made. Three turntables permit novel sound combinations and split-hair timing.

WMPC, Lapeer, Mich., has installed new equipment including velocity microphones, pre-amplifiers, station amplifier and four-channel mixer, with apparatus supplied by Doolittle & Falknor Inc., and the radiator built by Blaw-Knox Co.

WDAS, Philadelphia, has placed in operation its new Blaw-Knox quarter-wave antenna, at Woodside, in Fairmount Park, Philadelphia, as well as an RCA transmitter.

WREC, Memphis, will install two 420-foot Truscon self-supporting radiators which Hoyt Wooten, manager of the station, says will be the tallest of its kind in the South. The transmitter is being moved locally and a new transmitting house will be built.

KFEQ, St. Joseph, Mo., has installed new equipment in the power input stage, eliminating motor generators.

WMFF, Plattsburg, N. Y., is installing a new vertical quarter-wave radiator purchased from the U. S. Wind Engine & Pump Co. The transmitter will be moved outside the city about Nov. 1 when power is stepped up to 250 watts. Transmitting equipment is furnished by Collins Radio Co.

KDLR, Devils Lake, N. D., has installed new Collins high-fidelity amplifying equipment with Western Electric preamplifiers and RCA velocity microphones. New Western Electric ball-type microphones have been ordered. Studios are being decorated.

KNOW, Austin, Tex., SBS outlet, placed its new high-fidelity transmitter in operation Sept. 1. Installation was under the direction of A. Earl Cullum, SBS vice president in charge of operations, and Paul Bostapp, KNOW chief engineer.

### Engineer is Named

CYRUS G. HILL, Chicago consulting engineer on telephone matters, was named Sept. 25 by the FCC to conduct engineering phases of the telephone investigation. A Yale graduate, he was employed by Western Electric Co. and the Chicago Bell Telephone office, spent two years in France in the war, and since that time has been associated with the consulting engineering firm of J. G. Wray & Co. He has engaged in a large number of telephone investigations.


DETROIT MARKET

WIN THE THRIVING WINDSOR

*You're in*

GOOD COMPANY

*When you advertise on*

CKLW

How very important it is to the advertiser that he select his advertising media with the same care he exercises in selecting his friends. For, in associating one good name with another, there is the double advantage of capitalizing on established prestige and performance. *CKLW advertisers,* as astute business organizations, cling to CKLW as the *direct* route to *sales* in the Detroit-Windsor area—America's fourth largest market!

CKLW *is now affiliated with the* MUTUAL BROADCASTING SYSTEM

*Representatives:*
J. H. McGILLVRA
485 Madison Ave., New York
JOHN KETTLEWELL
Palmolive Building, Chicago

Windsor offices:
Guaranty Trust Building
Detroit offices
Union Guardian Building



WBNX

MILESTONES ON WBNX

FIRST — Increased space—additional studios.

SECOND — High Fidelity Speech Input Equipment.

NOW! — NEW 190 FOOT ¼ WAVE ANTENNA!!!

MARKS THE SPOT

These events show why WBNX gives you the New York market intimately, intelligently and inexpensively!

WBNX—New York *Write For Booklet "Market Coverage"*

# *It's here!*..Western Electric's new
# NON-DIRECTIONAL MIKE

## From every angle, Western Electric's finest microphone

**Western Electric's new non-directional microphone gives you highest grade pick-up *regardless of the direction of sound approach.* It gives you, in even greater degree, the advantages of former Western Electric dynamic types. Its frequency range is from 40 to approximately 15,000 cycles per second.**

**Engineered by Bell Telephone Laboratories, Western Electric's *finest* microphone is designed to operate into your present equipment. And it is priced so low that no station can afford to be without Western Electric quality.**

***Order yours from Graybar today!***

ACTUAL SIZE

# *Western Electric*

**RADIO TELEPHONE BROADCASTING EQUIPMENT**

*Distributed by* **GRAYBAR** *Electric Company* *In Canada: Northern Electric Co., Ltd.*

# ACTIONS OF THE
# FEDERAL COMMUNICATIONS COMMISSION
## (Broadcast Division)
## SEPTEMBER 12 TO SEPTEMBER 27, INCLUSIVE

## Decisions . . .

### SEPTEMBER 17

WIS, Columbia, S. C.—Granted modif. CP extend completion.

KGHL, Billings, Mont.—Granted extension exp. auth. 780 kc 90 days.

WCOP, Boston—Granted license for CP new station 1120 kc 500 w D.

WSPD, Toledo—Granted license for CP increase to 2½ kw D, install new equip., 1340 kc 1 kw N unltd.

KFBK, Sacramento, Cal. — Granted modif. CP transmitter site, change equip., extend completion.

WREC, Memphis—Granted modif. CP extending commencement.

WMFI (changed to WELI), New Haven, Conn.—Granted modif. CP extend completion.

KABR, Aberdeen, S. D.—Granted modif. license change antenna, increase from D to unltd., 100 w.

KFKU, Lawrence, Kan.—Granted modif. license to use WREN transmitter, increase from 1 to 5 kw D.

WBZ, Boston—Granted license for CP change equip.

KDKA, Pittsburgh—Same.

WHIS, Bluefield, W. Va. — Granted modif. license from S-WRBX to unltd.

SPECIAL AUTHORIZATIONS—KFDY, Brookings, S. D., granted temp. auth. spec. hours; KBTM, Jonesboro, Ark., granted extension temp. auth. use present equip. to 10-17-35 to install new antenna; KGBX, Springfield, Mo., granted extension temp. auth. operate without approved freq. monitor; KFIZ, Fond du Lac, Wis., granted temp. auth. spec. hours; KPAC, Port Arthur, Tex., same; WMMN, Fairmont, W. Va., granted temp. auth. portable transmitter for tests; WTAW, College Station, Tex., granted temp. auth. spec. hours; WILL, Urbana, Ill., same; KUSD, Vermillion, S. D., same.

SET FOR HEARING—WJIM, Lansing, Mich., applic. CP new equip., change from 1210 to 1450 kc, increase from 100 w N 250 w D to 500 w N 1 kw D; NEW, John E. Fetzer, Saginaw, Mich., applic. CP 800 kc 1 kw D; WSGN, Birmingham, applic. CP new equip., change from 1310 to 590 kc, increase from 100 w N 250 w D to 1 kw N & D, move transmitter locally; NEW, Fort Dodge Brdcstg. Co., Emmons L. Abeles, Sec., Fort Dodge Ia., applic. CP 1210 kc 100 w unltd.; NEW, Wausau Brdcstg. Co., Emmons L. Abeles, Sec., Wausau, Wis., applic. CP 1310 kc 100 w unltd.; NEW, Winona Brdcstg., Emmons L. Abeles, Sec., Winona, Minn., applic. CP 1500 kc 100 w unltd.; NEW, Mason City Broadcast Co., Emmons L. Abeles, Sec., Mason City, Ia., applic. CP 1420 kc 100 w unltd.; NEW, Appleton Brdcstg. Co., Emmons L. Abeles, Sec., Appleton, Wis., applic. CP 1500 kc 100 w unltd.; NEW, Hastings Brdcstg. Co., Emmons L. Abeles, Sec., Hastings, Neb., applic. CP 1420 kc 100 w unltd.; NEW, Clinton Brdcstg. Co., Emmons L. Abeles, Sec., Clinton, Ia., applic. CP 1310 kc 100 w unltd.; NEW, Burlington Brdcstg. Co., Emmons L. Abeles, Sec., Burlington, Ia., applic. CP 1370 kc 100 w unltd.; NEW, Mankato Brdcstg. Co., Emmons L. Abeles, Sec., Mankato, Minn., applic. CP 1210 kc 100 w unltd.; NEW, Emmons L. Abeles & Robert J. Dean, d/b WISE Brdcstg. Co., St. Paul, applic. CP 630 kc 250 w unltd.; NEW, Grand Island Brdcstg. Co., Emmons L. Abeles, Sec., Grand Island, Neb., applic. CP 1370 kc 100 w unltd.; WSPD, Toledo, applic. CP change equip., increase from 1 kw D to 1 kw N 5 kw D; KGFF, Shawnee, Okla., applic. CP move transmitter locally, change equip., increase from 100 to 250 w D; NEW, Northern Brdcstg. Co. Inc., Wausau, Wis., applic. CP 1370 kc 100 w unltd.; NEW, Thames Brdcstg. Corp., New London, Conn., applic. CP 1500 kc 100 w D; KMO, Tacoma, Wash., applic. modif. license from 250 to 500 w; KGCU, Mandan, N. D., applic. renewal; KOB, Albuquerque, N. M., applic. renewal; WJAR, Providence, R. I., applic. modif. CP increase to 1 kw N & D, install directional antenna, extend completion; NEW, A. L. Chilton, Dallas, applic. CP 990 kc 1 kw D.

ACTION ON EXAMINERS' REPORTS—KFBB, Great Falls, Mont., denied applic. exp. auth. change from 1280 to 610 kc 1 kw N 2½ kw D unltd., sustaining Examiner Dalberg; WNBX, Springfield, Vt., granted applic. change from D to unltd. 1260 kc 1 kw, sustaining Examiner Dalberg.

MISCELLANEOUS — WBNX, New York, denied temp. auth. 500 w D; KQV, Pittsburgh, and WSMK, Dayton, denied exp. auth. operate simul. to 9-30-35; NEW, David Farmer, Columbus, Ga., dismissed with prejudice applic. use facilities WRBL; NEW, Bamberger Brdcstg. Service, Newark, granted permission withdraw without prejudice applic. experimental relay station; WNEL, San Juan, P. R., granted permission take depositions re applic. Ralph Perez Perry for CP erect station at Santurea, P. R., 1340 kc 250 w; KFRU, Columbia, Mo., granted renewal license 630 kc 500 w N 1 kw D; NEW, Star-Chronicle Pub. Co., St. Louis, granted CP experimental station; KIUP, Durango, Col., granted modif. CP change equip., move transmitter locally; KOIL, Council Bluffs, Ia., set for hearing applic. renewal license 1260 kc 1 kw N 2½ kw D unltd., also applic. consent voluntary assignment license to Central States Brdcstg. Co.; KFRU, Columbia, Mo., set for hearing applic. transfer control to Luther L. Hill.

**RATIFICATIONS:**

KQV, Pittsburgh—Denied request spec. auth. operate simul. WSMK for two sports events (9-12).

WKBF, Kansas City—Granted auth. extend program test period 30 days (9-35).

WMBR, Jacksonville, Fla.—Granted further postponement 30 days effective date denial of CP (9-9).

### SEPTEMBER 24

NEW, Clarence Scharbauer, Midland, Tex.—Granted CP 1420 kc 100 w D.

KWG, Stockton, Cal.—Granted CP new equip.

KNEL, Brady, Tex.—Granted modif. CP re transmitter & studio sites, antenna system; extend completion.

WEMP, Milwaukee—Granted modif. CP change equip.

KPRC, Houston—Granted modif. license increase from 1 kw N 2½ kw D to 1 kw N 5 kw D.

WNEL, San Juan, P. R.—Granted renewal license 60 days.

KYA, San Francisco—Granted renewal license 60 days.

WIP, Philadelphia—Granted renewal license 60 days.

KROW, Oakland, Cal.—Granted extension license 60 days.

WCAE, Pittsburgh—Granted modif. CP change equip.

WKAR, East Lansing, Mich.—Granted license for CP change antenna.

KNOW, Austin, Tex.—Granted license for CP change transmitter site, equip.

WMFG, Hibbing, Minn.—Granted license for CP new station 1210 kc 100 w unltd.

WFBE, Cincinnati — Granted vol. assignment license to Continental Radio Co.

KFBB, Great Falls, Mont.—Granted license extension 60 days.

WJBK, Detroit—Granted renewal license to 1-1-36.

KFIO, Spokane — Granted extension license 60 days.

KDYL, Salt Lake City—Granted extension license 60 days.

KEHE, Los Angeles—Granted extension license 60 days.

KFAB, Lincoln, Neb.—Granted renewal license to 2-1-36.

KOIN, Portland, Ore.—Granted extension license 60 days.

KQW, San Jose, Cal.—Granted extension license 60 days.

KLPM, Minot, N. D.—Granted extension license 60 days.

KCMC, Texarkana, Ark.—Granted extension license 60 days.

KPRC, Houston — Granted CP change equip., increase to 5 kw D, move transmitter to Deepwater, Tex.

KROC, Rochester, Minn.—Granted CP change equip.

WDBO, Orlando, Fla. — Granted auth. extend spec. auth. use added 750 w N in October.

WLBF, Kansas City—Granted renewal license regular period.

WISN, Milwaukee—Granted renewal license regular period.

WTNJ, Trenton, N. J.—Granted extension license 60 days.

KTFI, Twin Falls, Id.—Granted 30-day extension exp. auth. 1 kw N, license period extended 30 days.

KUMA, Flagstaff, Ariz.—Granted 60-day extension license.

WIBW, Topeka, Kan.—Granted license renewal regular period.

SPECIAL AUTHORIZATIONS—WHIS, Bluefield, W. Va., granted extension to 10-24-35 spec. auth. use composite transmitter and 100-watt portable transmitter; WPFB, Hattiesburg, Miss., granted extension temp. auth. operate unltd. to 10-25-35 pending action on applic. full-time operation; KWEA, Shreveport, La., granted extension temp. auth. remain silent to 121-135; WFIL, Philadelphia, granted extension temp. auth. 560 kc 1 kw N in October; WNOX, Knoxville, Tenn., granted extension temp. auth. 560 kc to 12-10-35; WFAM, South Bend, Ind., granted temp. auth. operate Simul.-WWAE 6 a. m. to LS.

SET FOR HEARING: WRVA, Richmond, Va., applic. CP change equip., increase from 5 to 50 kw; WAIM, Anderson, S. C., applic. CP new equip., move transmitter locally, increase from 100 w to 250 w 1 kw D, change from 1200 to 590 kc; WTFI, Athens, Ga., applic. CP move transmitter & studio to Atlanta; WIRE, Indianapolis, applic. CP change equip., increase from 500 w N 1 kw D to 1 kw N 5 kw D; KVI, Tacoma, Wash., applic. CP move transmitter, change equip., increase from 1 to 5 kw D; NEW, W. H. Kindig, Hollywood, applic. CP 1160 kc 5 kw unltd. (to be heard by Broadcast Division); KSD, St. Louis, applic. modif. CP new equip., extend completion; KFOX, Long Beach, Cal., applic. renewal, temp. license granted pending hearing; KELW, Los Angeles, applic. renewal.

MISCELLANEOUS—WNBC, New Britain, Conn., denied auth. operate from LS to 8 p. m. to 10-28-35; KMBC, Kansas City, reconsidered action 7-30-35 and granted renewal; KFRC, San Francisco, KNX, Hollywood, WTMJ, Milwaukee, hearing on license renewal continued to 10-14-36; WAIU, Columbus, O., denied reconsideration and grant applic. renewal; KFUO, Clayton, Mo., denied request have applic. station St. Louis 640 kc D dismissed without prejudice; KFRU, Columbia, Mo., reconsidered and granted applic. transfer control to Luther L. Hill; KGKO, Wichita Falls, Tex., reconsidered and granted applic. transfer control to Amon Carter, move station to Fort Worth; WFBM, Indianapolis, denied petition for grant of applic. set for hearing, asking auth. move studio locally, install new equip., increase to 5 kw D; WHBU, Anderson, Ind., denied grant of applic. heretofore set for hearing, auth. change equip., increase to 250 w D; WRMD, Rockville, Md., reconsidered action in granting CP new station 1140 kc 250 w D, set applic. for hearing on issues to be determined by law dept., proceedings set for 9-25-35 dismissed since WCAU withdrew protest; KFRC, San Francisco, denied petition grant of applic. renewal license, heretofore set for hearing.

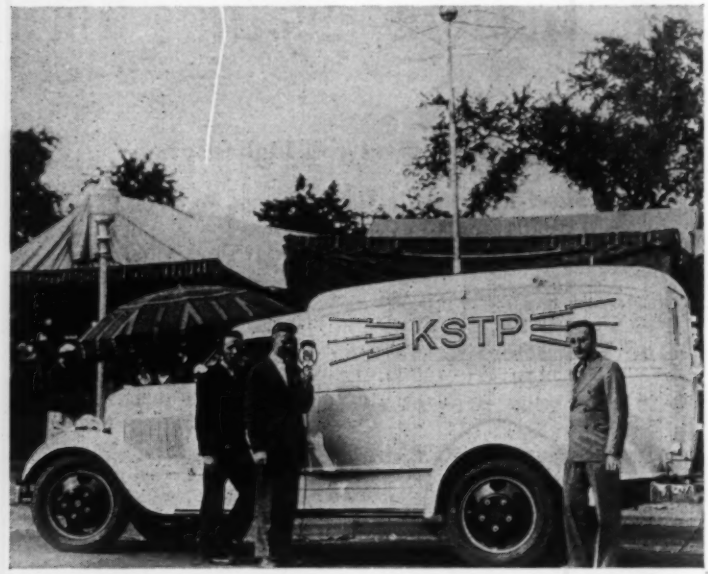
APPLICATIONS DISMISSED (request of applicants)—WOPI, Bristol, Tenn., CP 1500 kc 100 w 250 w LS unltd.; WIL, St. Louis, exp. auth. 1250 kc 250 w 500 w LS, SH; NEW, Fred S. Rogers, Glenns Falls, N. Y., CP 1210 kc 100 w unltd.; NEW, American Brdcstg. Co., Pittsburgh, CP 1420 kc 100 w unltd.; NEW, Life Builders, Dr. Alvin J. Corbell, Fort Worth, CP 1200 kc 100 w unltd.; NEW, W. T. Knight Jr., Savannah, Ga., CP 1200 kc 100 w unltd.

**RATIFICATIONS:**

KFRO, San Francisco — Granted extension program tests 30 days (9-16).

KHJ, Los Angeles — Granted extension program tests 30 days (9-16).

KFSG, Los Angeles — Granted temp. auth. use KRKD transmitter (9-19).




**KSTP REMOTE TRUCK—A new portable short-wave pickup unit has just been put into service by KSTP, St. Paul, for all broadcasts requiring the use of mobile equipment. Housed in a 1½-ton truck of special design, the unit is the first of its kind in the northwest. It was designed by KSTP's technical supervisor, Hector Skifter, and chief engineer, Lester H. Carr. In the picture left to right are Engineer Fred De Beaubien, Announcer John Wald and Mr. Carr.**

## Examiners' Reports . . .

Bamberger Brdcstg. Service, Newark—Examiner Walker recommended (I-105) that applic. withdraw petition for experimental relay broadcasting be granted without prejudice.

WSAR, Fall River, Mass. — Examiner Dalberg recommended (I-106) that applic. change from 1450 kc 250 w unltd. to 1450 kc 1 kw unltd. be granted.

NEW, Robert K. Herbst, Moorhead, Minn.—Examiner Seward recommended (I-108) that applic. CP 1310 kc 100 w unltd. be granted if and when KGFK is permitted to move from Moorhead to Duluth; otherwise that it be denied.

WWJ, Detroit & WAAF, Chicago—Examiner Hill recommended (I-109) that applic. of WWJ to change from 1 kw to 1 kw N 5 kw LS be granted; that applic. of WAAF, Chicago to change from 500 w to 500 w N 1 kw LS unltd. be granted in part, authorizing increase from 500 w to 1 kw D and denied insofar as it requests night hours.

KYA, San Francisco—Examiner Dalberg recommended (I-110) that applic. increase from 1 kw to 1 kw N 5 kw LS be granted if applicant installs approved antenna system.

## Applications . . .

### SEPTEMBER 14

NEW, Press Co. Inc., Schenectady, N. Y.—CP 1210 kc 100 w D.

NEW, Continental Radio Co., Toledo—CP 1210 kc 100 w 250 w D unltd.

NEW, Continental Radio Co., Columbus, O.—CP 1310 kc 100 w unltd.

WKAR, East Lansing, Mich. — License for CP change equip.

KNOW, Austin, Tex.—License for CP move transmitter & equip.

WGCM, Mississippi City, Miss. — Auth. transfer control to Sam Gates.

KGFG, Oklahoma City—Auth. transfer control to Hale V. Davis; modif. license to unltd.

WFBC, Greenville, S. C.—Modif. CP as modified transmitter site, extend completion.

NEW, George B. Bairey, Valley City, N. D.—CP 1310 kc 100 w unltd.

NEW, Donald Oliver Carruth, Tillamook, Ore.—CP 1500 kc 100 w D.

KHSL, Chico, Cal.—Modif. license from 950 to 630 kc unltd. 250 w.

KOOS, Marshfield, Ore.—Modif. license from D to unltd. 250 w.

APPLICATIONS RETURNED—KNEL, Brady, Tex., modif. CP extend completion; WNAD, Norman, Okla., modif. license re hours.

## SEPTEMBER 16

WIP, Philadelphia—Extension exp. auth. additional 500 w six months.

WSVA, Harrisonburg, Va.—Transfer of control to Ralph C. Powell.

WJW, Akron—License for CP new equip., increased power.

WTEL, Philadelphia—CP new equip., directional antenna, change from 1310 to 1230 kc, increase from 100 to 500 w, from S-WHAT to unltd., amended to 250 w N 500 w D, change antenna.

KFRO, Longview, Tex.—Exp. auth. 1210 kc unltd. to 1-1-36, asks facilities KWEA.

KPRC, Houston—CP change equip., increase from 2½ to 5 kw D, move transmitter to Deepwater, Tex.

KGDY, Huron, S. D.—Modif. license from D to unltd., 250 w.

KMA, Shenandoah, Ia.—CP move transmitter locally, change antenna.

WMAQ, Chicago—License for CP as modif. install new equip., increase power, move transmitter.

NEW, Symons Investment Co., Seattle —CP 760 kc 250 w N 500 w D ltd., asks facilities KXA.

## SEPTEMBER 17

WJAY, Cleveland—Auth. transfer control to U. B. Co.

WHK, Cleveland—Auth. transfer control to U. B. Co.

KSO, Des Moines—Modif. CP re transmitter site, extend completion.

WDZ, Tuscola, Ill.—Modif. CP antenna & transmitter site, extend completion.

KPCB, Seattle—CP change equip., move transmitter to 2d & Union St., studio to 4th & University.

KFKA, Greeley, Col.—License for CP move transmitter.

## SEPTEMBER 19

WJAY, Cleveland—CP new equip., move studio to Terminal Tower, transmitter to Seven Hills.

WJAS, Pittsburgh—Modif. Cp change equip., move transmitter, asking extension of completion date.

KQV, Pittsburgh — Modif. CP change equip., move transmitter, asking extension of completion date.

KFNF, Shenandoah, Ia.—Modif. license change name to KNFN Inc.; modif. license increase from 500 w to 1 kw N.

NEW, Ernest L. Finley, Santa Rose, Cal.—CP 1310 kc 250 w D.

APPLICATIONS RETURNED — NEW, Times Pub. Co., Wichita Falls, Tex., CP 100 w unltd.

## SEPTEMBER 20

WPRP, Ponce, P. R.—Modif. CP as modif. extend completion.

NEW, John Perkins Rabb, Lenoir, N. C.—CP 1370 kc 100 w D.

NEW, Fred A. Baxter, Superior, Wis. —CP 1370 kc 100 w unltd.

WTAQ, Eau Claire, Wis.—Vol. Assignment CP to WHBY Inc.

NEW, Seattle Brdcstg. Co., Everett Wash.—CP 1370 kc 50 w S-KVL, asks facilities KRKO.

NEW, Joseph G. Morrow, Oakland, Cal. —CP 1150 kc 250 w D.

APPLICATION RETURNED — KGGF, Coffeyville, Kan., modif. license re hours.

## SEPTEMBER 21

WJAY, Cleveland — CP new equip., move studio to Terminal Tower, transmitter to Seven Hills, O., amended re transmitter site.

WSFA, Montgomery, Ala.—Auth. determine operating power.

KVSO, Ardmore, Okla. — CP change equip., increase from 100 w D to 100 w N 250 w D, change hours from D to unltd.

WCBS, Springfield, Ill.—Modif. license from spec. to unltd.

KROC, Rochester, Minn. — Modif. CP new station 1310 kc 100 w unltd., re equip.

WAAW, Omaha — Vol. assignment license to Nebraska Brdcstg. Co.

KRKO, Everett, Wash.—Vol. assignment license to Pioneer Broadcasters Inc.

KORE, Eugene, Ore.—CP change equip., increase from 100 to 250 w D.

KVL, Seattle — CP change equip., change from 1370 to 1070 kc, from 100 to 250 w, from S-KRKO to D.

APPLICATIONS RETURNED—KGMB, Honolulu, auth. transfer control to Pacific Theatres & Supply Co. Ltd.

## SEPTEMBER 23

WNBZ, Saranac Lake, N. Y.—License for CP new equip., increase power.

WCOP, Boston—Modif. license from 1120 to 1130 kc, D to spec. hours, 500 w.

WSAN, Allentown, Pa.—Modif. license aux. transmitter from 250 to 500 w.

WCBA, Allentown, Pa.—Same.

KIUN, Pecos, Tex.—License for CP as modified new station 1420 kc 100 w unltd.

KELD, El Dorado, Ark.—License for CP new station 1370 kc 100 w unltd.

WEED, Rocky Mount, N. C.—Modif. license move studio locally.

WTAW, College Station, Tex.—Modif. license re hours.

NEW, Northern Iowa Brdcstg. Co. Inc., Mason City, Ia.—CP 1420 kc 100 w 250 w LS unltd.

WKBV, Richmond, Ind.—CP move transmitter locally, change antenna.

NEW, Struble, Strong & Gagan, The Dalles, Ore.—CP 1200 kc 100 w unltd.

NEW, B. A. Thompson, Santa Cruz, Cal.—CP 1210 kc 100 w 250 w LS unltd.

KFSG, Los Angeles—Modif. license from 500 w 1 kw LS to 500 w 2½ kw LS, auth. use new KRKD transmitter.

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THE SOUTHERN Conference remains the only major intercollegiate football group still refusing to permit the broadcasting of its games. Efforts to dissuade its officials from this purpose proved unavailing, but Manager William Schudt Jr., of WBT, Charlotte, has arranged to meet with them again at their Thanksgiving Day session to discuss 1936 policies.

## Key Placing Health-O

KEY ADV. Co., Cincinnati, which handles the Crown Overall Mfg. Co. account on WLW, during the first week in October will place a new campaign for another client—Health-O Quality Products Co., Cincinnati (food product)—over a large list of stations. Robert Israel, account executive, disclosed a partial list of stations as follows: WGY, WHO, WRVA, WWVA, WOWO, WIBW, WOC, WJR, WMAQ, WJJD, KSOO, WHAS, KDKA, WTCN, KFAB, KOMA, WREN, WTAM, WLBF.

---

A NEW 100-watt station to operate on 1420 kc. daytime at Midland, Tex., was authorized Sept. 24 by the FCC on application of Clarence Scharbauer of that city.

**UNIVERSAL**

**Combination FLOOR STAND**

A rugged three-piece, telescoping, combination banquet and floor stand—Compact—light weight—smooth in operation—Finished in fully polished nickel plate—Equipped with cadmium plated, adjustable and detachable copy holder, mounted on a flexible steel arm—A clean, workmanlike job, designed and manufactured to Universal standards of quality — List Price, complete with 8 springs, $10.00.

**Universal Microphone Co., Ltd.**
424 Warren Lane
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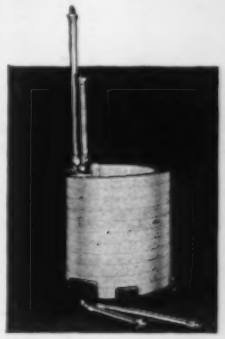
**PORCELAIN WATER COILS**



Modernize your transmitter with these new Lapp Porcelain Water Coils. Permanent, secure, non-sludging, they eliminate one of the most troublesome pieces of equipment in the modern transmitter.

Write for your copy of the Lapp Radio Catalog describing insulators for every Broadcasting requirement.

**Lapp Insulator Co., Inc.**
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*Scientific Radio Crystals*
are
**ACCURATE**
To *BETTER* than
*One-Hundredth of One Percent*

Scientific Radio Service Crystals are ground to an accuracy of BETTER than .01% before they leave our laboratories in order to meet our own specifications.

*Low Temperature Coefficient Crystals*

These low temperature coefficient crystals are supplied in Isolantite Airgap Holders in the 550-1500 Kc. band. **$50.** Approved by Federal Communication Commission

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We maintain a Monitor Service.

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AMBASSADOR
PARK AVENUE AT 51st STREET
NEW YORK CITY
Offers to visitors...A truly fine hotel...A distinguished address ...A convenient location. Large luxurious single rooms from $5... double rooms from $7...suites $10

## Brussels Monitor Plans

THE BRUSSELS wave length monitoring bureau, which is maintained by Europe's International Broadcasting Union along much the same lines as the FCC's master monitoring station at Grand Island, Neb., is to be considerably enlarged, according to European reports. Not only will frequency measurements of European stations be continued but the wave lengths and modulation of American stations are to be studied.


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# The Other Fellow's Viewpoint . . .

## Equipment Clean Up

To the Editor of BROADCASTING:

Congratulations on your recent editorial "Exit, Hay-Wire". We are in complete accord with the proposed action of the FCC as is evidenced by the fact that in June of last year we put into effect in the Westinghouse broadcasting stations a set of safety rules, which we hoped would discourage as completely as possible any acts on the part of our operating personnel which might endanger their lives or those of their associates. In addition, arrangements were made with the local public service companies to have their safety representatives call at the respective stations periodically to review the proficiency of the staff in first-aid procedure, in order to keep the personnel conscious of potential hazards surrounding their work.

Of course, the establishment of any safety rules must necessarily follow the "clean-up" of equipment and the installation of adequate safety devices. We have tried to make our own stations "fool proof". For example, you will recall that the new KYW transmitter at Philadelphia is protected not only with electrical interlocks but also with mechanical grounding switches on the high voltage rectifiers.

We highly recommend that station owners and operators insure safe operating conditions for their personnel by setting up definite safety rules instead of leaving the matter to chance. Our rules were drawn up with the cooperation of the safety engineers of the Travelers Insurance Co., General Electric Co., Duquesne Light Co., West Penn Power Co., and our own company. We realize that these rules may not meet the conditions of broadcasting stations generally but hope that they may contribute to the establishment of a set of standard rules.

We feel certain that many other station owners and operators join us in endorsing the action of the Engineering Division of the Commission in recommending the adoption of regulations requiring stations to "clean up the hay-wire".

S. D. GREGORY,
*Asst. to Manager Broadcasting,*
Westinghouse Elec. & Mfg. Co.,
Sept. 19, 1935 Chicopee Falls, Mass.

## Local Gets Nationals

To the Editor of BROADCASTING:

The postmaster in Texarkana has just advised me that he has positive evidence that the transcribed broadcast pertaining to "Baby" Bonds actually produced results in this territory, which, of course, enhances the value of radio stations to our government.

* * *

I am thoroughly convinced that if a local manager goes after national business, even though the station be a 100 watter, it can be done. National business has been the salvation of KCMC. From time to time we will mail you items that you may rewrite and use. If at any time we may be of service to you, feel at liberty to call on us. With very best wishes for the continued growth and success of broadcasting.

R. E. RIVES, *Manager,*
KCMC, Texarkana, Ark.

## Mr. Tyler Will Conduct School Broadcast Survey

Mr. Tyler

TRACY F. TYLER, secretary of the National Committee on Education by Radio, anti-commercial broadcasting group which is slated to lose its endowment from the Payne Fund on Dec. 31, has been retained by the General Education Board to make a six-month survey of school broadcasting in Europe and in the United States, he announced Sept. 23. Dr. Tyler will sail for Europe Oct. 5 on the *Lafayette.*

Dr. Tyler said his first study will be in England and Scotland where he will "have the cooperation of the British Broadcasting Corp., and the Central Council for School Broadcasting, as well as the British educational authorities." He said he expected also to study school broadcasting in France, Germany and several other European countries. Upon his return he declared he would make a thorough study of the various centers in which school broadcasting is carried on and then submit a report to the Board.


RCA WORLD WIDE WIRELESS

**FREQUENCY MEASURING SERVICE**

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
*Commercial Department*
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.


## Prall Presents Medal

IN A CEREMONY broadcast over a nation-wide CBS network, Admiral Richard E. Byrd on Sept. 25 was presented the CBS Medal for Distinguished Contribution to Radio in recognition of his broadcasts from Little America over a 14-month period which ended early this year. The presentation was made by Chairman Anning S. Prall, of the FCC, in a brief address in which he paid tribute to Admiral Byrd's accomplishments, notably as to radio. The series from the South Pole, broadcast each Saturday night, was sponsored by General Foods Corp., New York (Grape Nuts). The account was placed by Young & Rubicam Inc., New York.

## CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 25th and 10th of month preceding issues.

### Help Wanted

Wanted—Sports announcer with personality, experience and references whose voice will command listeners. (Not a floater.) Eastern Seaboard station. Our employees have read this announcement. Box 385 BROADCASTING.

Wanted Factory Representative for Southern California to handle exclusive line of microphones, head phones and loud speakers. Box 380, BROADCASTING.

Combination man operator - announcer-pianist. Give full details first letter. KGCX, Wolf Point, Montana.

### Situations Wanted

Young radio executive, with station and agency experience, in continuity writing, production and merchandising, is looking for an opportunity with a future. Age 24. College education. The very highest references. Now employed. Box 384, BROADCASTING.

Young man with first-class Radiotelephone license desires position as apprentice operator, studio or control room work. Best of references and qualifications. Willing to work any place for a small starting salary. Box 387, BROADCASTING.

Relief operator wants steady position. One year experience studio and remote pickup work. Holds first class radio telephone license. Age 21. Box 382, BROADCASTING.

Experienced broadcast technician, design, construction, master control and plant operation. Five years with network. Excellent record and recommendations. At present employed. Box 383, BROADCASTING.

Experienced technician, five years studio and transmitter experience with five kilowatt regional. Desire similar position on progressive station or chief engineer smaller concern. Box 386 BROADCASTING.

Man who has handled production on one of nation's largest stations now available. Especially well qualified for developing farm features. Box 379, BROADCASTING.

Manager or commercial manager wants connection with station, good locality. Proven record. Available November first. Box 378, BROADCASTING.

### For Sale—Equipment

General Radio type 377-B Audio Oscillator, first class condition — complete in carrying case—metal can for rack mounting included. Price $235.00. Box 381, BROADCASTING.

### Music —Talent

Program Managers, Artists, send for list of new songs — available for broadcasting without payment of copyright fee. Indiana Song Bureau, Salem, Indiana.

# Preferred...

## *for Power, Prestige, Modern Equipment and Circulation*

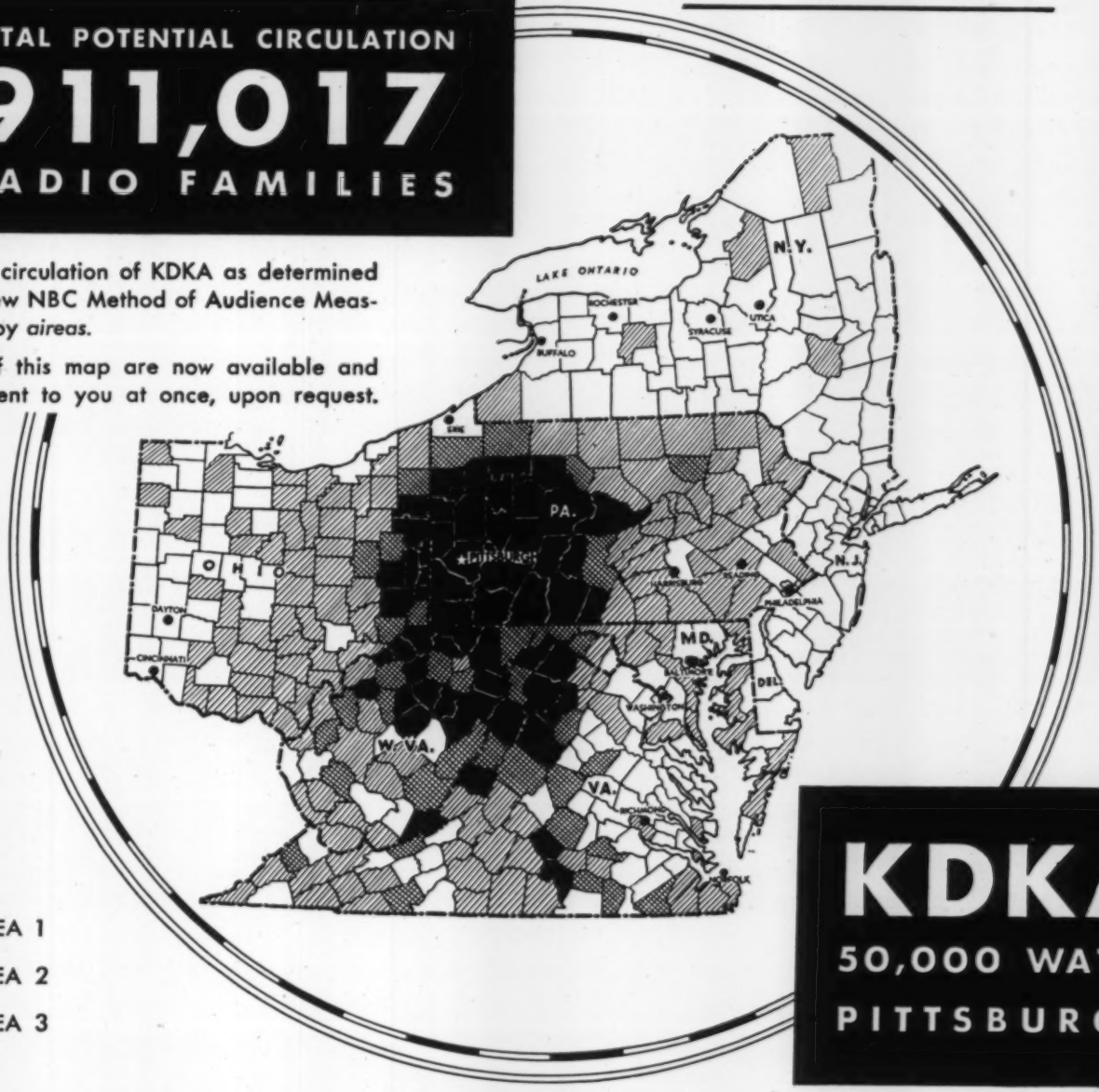
**TOTAL POTENTIAL CIRCULATION**

**911,017**

**RADIO FAMILIES**

Potential circulation of KDKA as determined by the new NBC Method of Audience Measurement by *aireas.*

Copies of this map are now available and will be sent to you at once, upon request.

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AIREA 2

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**50,000 WATTS**

**PITTSBURGH**

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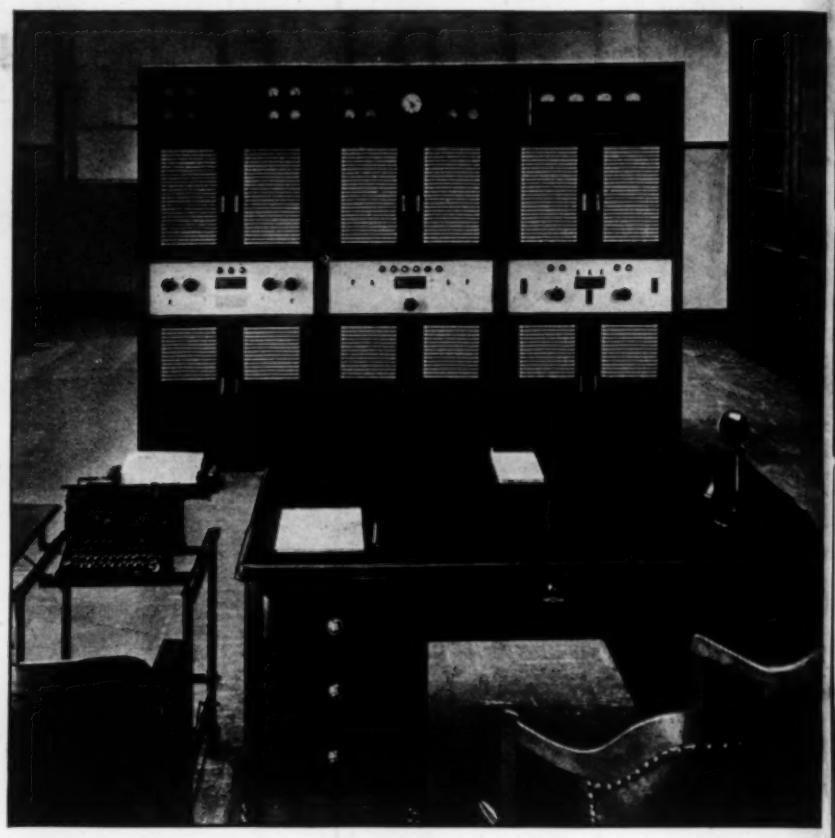
XUM

# WCFL

## Chicago Installs RCA's new "HIGH FIDELITY" BROADCAST TRANSMITTER!

(TYPE 5-C)



*De luxe 5000-watt equipment for 1/2.5, 1/5 and 5 k.w. broadcast stations has 10 important features!*

Another modern broadcasting station keeps in step with the times! WCFL, in Chicago, has recently installed RCA's new transmitter type 5-C, and reports indicate the station management is highly pleased with results

**THIS ATTRACTIVE, EFFICIENT AND ECONOMICAL TRANSMITTER FEATURES TEN POINTS OF INTEREST TO ALL RADIO ENGINEERS:**

1. High Fidelity Performance
2. Low Operating Cost
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*Write for further information*

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